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JOURNEY THROUGH A SEA OF ISLANDS:
A REVIEW OF FOREST TOURISM IN MICRONESIA

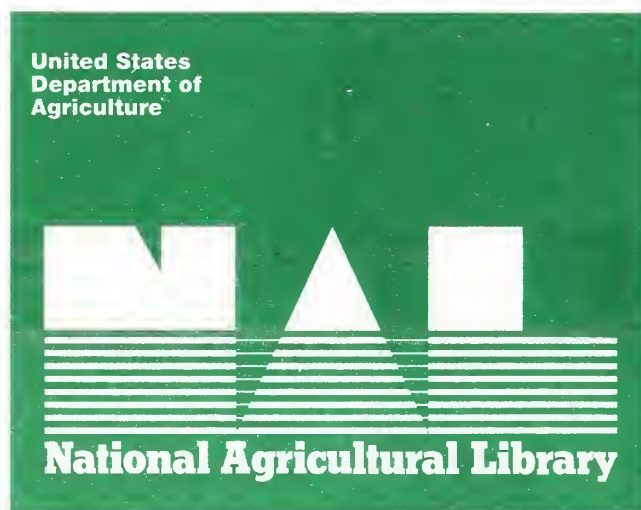


Institute of Pacific Islands Forestry

U.S.D.A. Forest Service

July 1994

COVER: Undeveloped beach and forest below Tanguisson Point, Guam.



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JOURNEY THROUGH A SEA OF ISLANDS:
A REVIEW OF FOREST TOURISM IN MICRONESIA

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EXECUTIVE SUMMARY - FINDINGS AND RECOMMENDATIONS

The USDA-Forest Service Tropical Forestry Program, in an effort to promote the protection and sustainable use of rainforest and mangrove environments in Micronesia, reviewed the opportunities for low-impact tourism on six islands during the summer of 1993. Saipan, Rota, Guam, Palau, Pohnpei, and Kosrae were examined, but the results of this study should be applicable to other islands as well. The long term goal is to develop forest-based ecotourism in Micronesia to improve visitor satisfaction and increase the length of stay, and thus demonstrate the economic value of intact rainforests and mangroves.

This report defines the various aspects of ecotourism, including who ecotourists are and what they want, and examines the interrelationships between tourism and forests on small islands. It then reviews the nature of the tourism market in Micronesia, including general preferences of Asian and non-Asian tourists, and carefully considers Japan's potential as a primary target market. The second half of the report summarizes each island visited, discusses areas of possible tourism assistance, and identifies 57 possible pilot projects and 31 potential ecotourism partners.

FINDING #1: All six islands visited are aware of ecotourism, currently have some type of ecotourism product, are interested in expanding low-impact tourism programs, and have potential for forest-based tourism. Although the forest resource base will rarely be the primary attraction, rainforests and mangroves have great potential to contribute to special interest tourism and to the "critical mass" of visitor opportunities that attract and hold conventional tourists.

- ** Implement pilot projects to demonstrate the potential of forests as tourism attractions.
- ** Use forest-based tourism to diversify tourism programs and avoid over dependence on a single attraction or market segment, such as dive tourism or Japan.
- ** Conduct more island tourism assessments focusing on rainforests and mangroves.
- ** Remember that ecotourism is not a cure-all. Even "low-impact" tourism can degrade the cultural and natural environment.
- ** Consider a regional strategy to attract visitors to Micronesia as a major destination area, rather than to individual islands.

FINDING #2: Rainforests and mangroves are important components of a quality tourism experience, but are perhaps the least appreciated. They have greater economic value than is often realized by decisionmakers. Quantification of this value is difficult, but some studies suggest significant dollar values.

- ** To estimate tourism-related forest values, consider how intact forests enhance scenic and water quality, forest recreation, wildlife viewing, and sense of place, while they protect the reef ecosystem for dive tourism.
- ** Increase priority for forest conservation on an island-wide, ecosystem basis.
- ** Conduct studies to determine forest values to tourism and publicize these qualitative and quantitative assessments.

FINDING #3: There are important linkages between forestry programs and forest-based tourism that have the potential to benefit both. Forestry offices have the technical expertise and information needed for high-quality interpretive tourism programs.

- ** Use forestry programs and facilities as tourism attractions to enhance visitor experiences and provide positive public exposure to forestry programs.
- ** Use forest-based tourism as a tool for resource conservation, environmental education and economic development. Develop tourism programs that teach visitors about rainforest and mangrove ecosystems, assist research projects and plant trees.
- ** Use spectacular tree species to enhance visual quality, attract artists and photographers, serve as symbols of island identity in tourism marketing efforts, and build support for forestry programs.
- ** Use agroforests to produce a new commercial crop: tourists. Develop opportunities for visitors to visit agroforests and taste local fruits and vegetables.

FINDING #4: Although Japanese interest in ecotourism is currently low, there is a "greening" of the Japanese market in response to growing environmental awareness in Japan. The number one preference of Japanese tourists is to enjoy nature and scenery and some Japanese tour companies sponsor conservation tours or contribute to conservation projects. Japanese interest in low-impact nature tourism is a developing market with strong potential.

- ** Explore and expand the Japanese market. Identify special interest groups, such as conservation NGOs, universities, and sports clubs.
- ** Conduct research on Japanese travel preferences and cultural barriers that relate to forest-based tourism.
- ** Use proper information to establish the right visitor expectations.
- ** Develop tourism products that recognize the characteristics of Japanese travelers.

FINDING #5: Rapid economic and social changes in Asia will create a series of "tourism tsunamis" that will wash over Pacific island countries in the next two decades. Much of this will focus on forest-based nature and cultural tourism destinations little affected by western culture.

- ** Undertake detailed island assessments to identify forest-based tourism opportunities.
- ** Apply the principles of low-impact, sustainable tourism (ecotourism) to all tourism programs, even conventional, mass-tourism.
- ** Consider the "big picture" when planning forest-based tourism programs. Think of cultural and natural systems and connections between the parts rather than just the individual elements. For example, show cultural and historical relationships between islands, the importance of mangroves to reef ecosystems, and the role of traditional agroforestry throughout the Pacific.
- ** Develop local and regional partnerships, with the support and participation of local communities.
- ** For a preview of future developments in the Asian market, keep an eye on what happens in Australia. Australia is currently experiencing the first wave of Asian tourism and is rapidly developing very sophisticated marketing information and strategies that can be helpful for Micronesia.

FINDING #6: There is little emphasis on interpretive planning and little understanding of the difference between interpretation and information.

- ** Do more than simply provide information to visitors. Develop interpretive plans for all major tourism projects to interpret your island's resources and tell your story.
- ** Always identify the objectives first --what you want people to do with the information-- before deciding how to deliver that information (brochure, sign, etc.)
- ** Turn negatives into positives.
- ** See your island through "beginners eyes."

FINDING #7: Visitor Information Services is an important element of tourism and needs more emphasis.

- ** Update and expand island map/guides to include forest attractions.
- ** Develop special brochures for forest-based tourism using desktop PC publishing technology.
- ** Design signs that fit the local setting.
- ** Provide technical assistance to existing and planned visitor centers.

FINDING #8: There is a critical need for training and information on forest-based tourism.

- ** Provide training and financial support to ecotourism master performers in Micronesia.
- ** Document successful case studies and produce a Micronesia Ecotourism Resource Notebook.
- ** Provide training for ecotourism programs and nature guides.

FINDING #9: Trails and boardwalks are essential to provide tourist access to rainforests and mangroves.

- ** Develop appropriate trails and boardwalks. Start with projects that link with the dive industry (e.g., Ngemelis Island, Palau).
- ** Take advantage of the considerable expertise on mangrove boardwalks available in Australia.

FINDING #10: Regionally, economic benefits of ecotourism are not fully realized.

- ** Create new opportunities for tourists to spend money; for example, home stays and souvenirs made from sustainable forest products.
- ** Increase the use of existing forest-based nature and heritage tourism.
- ** Use forest-based attractions to increase length of stay and repeat visits.
- ** Reduce the leakage of profits out of the local economies by using local products, hiring locals, and promoting locally-owned businesses.
- ** Consider the use of special tourism fees.

FINDING #11: There is no single "best" target market or strategy for Micronesia. Forest-based ecotourism will depend on a combination of special niche markets based on country of origin, age, gender, lifestyle, and activities, as well as local desires and opportunities.

- ** Focus initially on the U.S.A. and Japan as primary markets.
- ** Consider Germany and Australia as possible primary markets to be developed over the next 5 years.
- ** Identify special interest tourism niches such as educational travel, family travel, seniors, mangrove and ocean kayak/canoe trips, conservation volunteers, and cultural tourism.

- ** Develop a marketing promotion strategy that fits your island: high volume/low demand, low volume/high demand, or low volume/low demand.
- ** Develop add-on forest adventure programs for the dive market.

INTRODUCTION

Objectives and Methodology

The Forest Service is interested in exploring ways to promote the protection and sustainable use of forest environments in Micronesia through low-impact tourism. By increasing visitor satisfaction, length of stay and economic benefits, we hope to demonstrate the value of intact rainforests and mangroves. The primary target market is Japan, but other Asian and non-Asian markets are also examined.

Six study areas were selected based the level of local interest, the potential for forest-based tourism, and representation of the widest range of challenges and opportunities. However, this does not mean that the islands not selected do not have significant potential for forest-based tourism. While this report focuses on these six initial areas, we hope that this sample is representative of Micronesia and that other islands will find its recommendations useful.

Saipan, Rota, Guam, Palau, Pohnpei, and Kosrae were visited (in that order) between August 15 and September 3, 1993. Except for Guam, which I visited for only one day, 3 to 4 days were spent on each island interviewing officials and visiting as many forest-based tourism opportunities as possible. Although the time on-island was limited, the quality of the visits was enhanced by intensive pre-field research and preparation and the invaluable assistance of local forestry and tourism experts. Only one day was devoted to Guam because I was familiar with the island, having spent 3 weeks there conducting a land-use study of excess military lands in 1990 (Wylie and Madsen 1991).

Prior to visiting Micronesia, 10 days were spent in Australia consulting with experts on ecotourism in the Asia-Pacific region, studying Japanese tourism patterns in the Cairns area, and identifying the range of forest-base tourism opportunities in the Wet Tropics World Heritage Area of Northern Queensland.

Pilot Projects and Assistance Programs in Forest Tourism

A wide range of projects have been identified that can assist forest-based tourism in Micronesia. These are listed by island and described in detail in Appendix A. They are also summarized in Table 2. Because similar projects are proposed for several islands, they are also discussed collectively by program categories. Individual projects are sometimes mentioned more than once if they fall within two or more general categories.

These proposals are primarily based on discussions with various officials and knowledgeable individuals involved with forestry and tourism on each island visited and secondarily on published tourism plans and reports. The list of projects is not exhaustive and many other good ideas can and should be considered. Also, it is not expected that these recommendations will be implemented exactly as shown or that they can only be accomplished with the assistance of the U.S. Forest Service. It is more like a menu of opportunities and ideas and a starting point for further discussion, not a fixed set of recommendations.

Considerable local review and involvement will be needed before projects are selected and implemented.

U.S. Forest Service Assistance

These proposals focus on U.S. Forest Service assistance to local efforts to improve forest-based tourism. Assistance can be in various forms but will primarily be in the form of technical assistance through short-term assignments of U.S. Forest Service experts. Coordination, information, equipment, training, and funding are other possible forms of assistance. If the U.S. Forest Service is unable to assist with a particular project, other partners should be sought.

Although the U.S. Forest Service has a long history of providing outdoor recreation opportunities for the traveling public and sharing this experience with others, we are still learning our way in the complex world of tourism. Consequently, we should emphasize what we know best and concentrate our efforts in those areas of tourism planning and development that relate to recreation, cultural heritage, interpretation, publications and maps. These complement and expand our traditional programs in forest management and research and also support our growing role in rural community development. At the same time, we recognize this as an important opportunity to explore other areas of tourism and we eagerly seek projects and partnerships that will help us do that.

Acknowledgements

I would like to thank the friendly and generous people of Australia and Micronesia who helped make my sojourn a pleasant one. Traveling more than 32,000 miles in about five weeks while never staying more than 4 days at any one place was not easy, but it would have been impossible without the kindness and hospitality of everyone I met.

Although it is not possible to individually recognize everyone who provided assistance and information for this project, I can say "thank you" here to you all. I appreciate your help very much. However, I must recognize each of the following for their contributions:

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- ** Rota: Beato Calvo and Thomas Mendiola
- ** Guam: Carlos Noquez and Bart Lawrence
- ** Palau: Marcello Brel, Fred Bell, Dr. Minoru Ueki and Dave Defant
- ** Pohnpei: Herson Anson, Emensio Eperiam and Bill Raynor
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These friends and colleagues have helped make this a very rewarding journey for me, both personally and professionally. They have taught me much about tourism and the special people and places of the Pacific.

ECOTOURISM AND ECOTOURISTS

What is Ecotourism?

Ecotourism is like a multi-faceted jewel: everyone sees it from a slightly different angle. As a result, it reflects many different perspectives and interests. There are many definitions for "ecotourism" and the concept continues to evolve rapidly. In the early 1980s, it began as a very limited form of low-impact travel to undisturbed areas promoted primarily by environmental organizations as a tool for conservation in Third-world countries.

Growing environmental awareness coupled with increased interest in special interest travel led to an explosion of "ecotours" in the late 1980s as an alternative to conventional mass-tourism. The importance of local cultures and their integral relationship with the environment was also recognized and learning about the natural and cultural history of an area became a central element of ecotourism.

+-----+
| **ECOTOURISM:** Environmentally responsible travel to experience
| the natural areas and culture of a region while promoting
| conservation and economically contributing to local communities.
| (Adventure Travel Society)
+-----+

As the popularity of "alternative" or special interest tourism increased, ecotourism became a powerful marketing tool to sell just about any kind of outdoor travel experience. As damage to sensitive areas and species began to occur, conservationists and managers became concerned that people were loving areas to death. The environmental and economic sustainability of all forms of environmental tourism was called into question, and ecotourism became the focal point for discussions about the relationship between tourism and the environment.

For good discussions of definitions and the critical issues in developing ecotourism in the Pacific, refer to Young (1992) and Valentine (1993).

The Dimensions of Ecotourism

Today, there are many dimensions to ecotourism. Like the blind men and the elephant, we each have our small part of this very strange and complicated subject. It can be seen as an **ACTIVITY**, tourism based primarily on experiencing natural and cultural resources; a **BUSINESS** that provides information and services to various customers, including tours, conferences, and consulting; a **PHILOSOPHY** of respect for the land, people, and cultures; a **STRATEGY** of using responsible tourism as a tool for conservation and economic development (profits and preservation...the "double bottom-line"); a **MARKETING DEVICE** for promoting hard or soft "green" tourism products; a convenient **HANDLE**

for a cumbersome package of related tourism concepts, such as responsible or ethical travel, low-impact tourism, educational travel, endemic tourism, heritage tourism, etc.; a **SYMBOL** of the debate about the relationship between

tourism and the environment; and as a set of **PRINCIPLES** and **GOALS** that define the sustainable, symbiotic relationship between tourism and the environment.

Ecotourism Principles, Goals and Guidelines

"Much as we may want to define ecotourism narrowly, in reality the principles applied to the mass market can do more good for conservation --and alleviate more harm-- than a small elitist market. Ecotourism, accepted in this way, is shifting from a definition of small-scale nature tourism to a set of principles applicable to any nature-related tourism" (Western 1993:10).

The following is not an exhaustive list, but it does represent some of the key elements (as identified in many published definitions) and can be a starting point for further discussions (after Wylie 1992):

Ecotourism Goals

- ** Sustainable use
- ** Resource conservation
- ** Economic development and diversification
- ** Life-enhancement and personal growth
- ** Maximum potential benefits and minimal costs/impacts
- ** Learning about the natural and cultural environment

Ecotourism Principles

- ** Provide authentic, meaningful and intimate educational encounters
- ** Encourage low-impact behavior
- ** Get personally involved by donating time and money
- ** Buy local products and services
- ** Conserve resources -- limit consumptive uses
- ** Respect local ecological, cultural and economic needs
- ** Plan trips carefully
- ** Provide visitors with proper information
- ** Protect values that attract visitors
- ** Involve the local community in planning

These goals and principles may provide the foundation for understanding and articulating all the pieces of ecotourism and integrating ecotourism with other forms of tourism.

Ecotourism Guidelines. A recent review of ecotourism guidelines worldwide (Blangy and Wood 1992) has led to the development of an excellent set of ecotourism guidelines for nature tour operators by The Ecotourism Society (TES 1993). In addition, the World Wide Fund for Nature has commissioned a discussion paper on principles for sustainable tourism (Eber 1992) and a very practical planning guide for ecotourism operators in the Pacific islands has just been published by the Pacific Business Center Program of the University of Hawaii (Bushnell 1994). For a copy of The Pacific Asia Tourism Association's Code for Environmentally Responsible Tourism, designed to encourage sustainable tourism in the region, see Appendix C.

A New Model for Ecotourism

Some insist on a very narrow definition of ecotourism as the opposite of mass-tourism (good versus bad). Others see it and mass tourism as the opposite ends of the same spectrum, which leaves the door open for the "greening" of conventional tourism through a broader application of the principles of ecotourism. Alternatively, ecotourism and conventional mass-tourism could be viewed as integral elements of the total tourism system; individual travelers need the infrastructure of mass tourism at times and may also participate in ecotourism activities.

For example, consider that even the hardcore ecotourist is a mass tourist when flying on a jumbo jet, and a mass tourist visiting Waikiki can rent a surfboard (a local invention) from a small, local vendor and have an authentic Hawaiian, low-impact experience away from the beach crowds. The point is we are all "mass" and "eco" tourists to some degree at different times. The key is to understand the various motivations, behaviors, impacts, and benefits that occur, how they interrelate, and how they change through time and space.

The "Greening" of Conventional Tourism

Conventional tourism is commonly considered the opposite of ecotourism, but it does not have to be. "Instead of contrasting alternative and mass tourism, policy makers concerned with tourism development should strive to make the conventional more sustainable. Although ecotourism can bring substantial benefits on a local level, changes to reform tourism practices in the world of conventional tourism may bring more significant benefits on a global level" (Jarvie 1993:54). It is perhaps fitting that Hawaii, as the cradle of destination resort tourism, is now playing an important role in the development of ecologically responsible mainstream tourism.

- ** The Otani Kaimana Beach Hotel on Oahu, sponsors responsible use and trash clean-up of Diamond Head, demonstrating that it is possible to achieve ecotourism goals through mass tourism (Liu 1991).
- ** The Ka'anapali Beach Hotel on Maui has Project Po'okela (Hawaiian for "excellence"), a cultural sensitivity training program developed by Dr. George Kanahale (ibid.).
- ** The Kawela Bay Resort, on Oahu, built a community park for public access to the beach, reduced bay turbidity by restoring Kawela Stream to its original alignment, protected the marine life in the bay through a proposed marine reserve, and preserved an adjacent wetland by fencing out dogs and cats and incorporating a portion of it into a golf course (Oda 1992).
- ** The Lodge at Loele reflects the strong architectural and multi-cultural traditions of Lanai in its buildings, landscaping, and cuisine. Many local artists, performers, and craftsmen find an outlet for their talents at the Lodge (ibid.).

For a description of other environmentally responsible travel industry programs involving major hotel chains, airlines, attractions, and other travel-related businesses in the U.S.A., refer to the report on Tourism and the Environment prepared by the Travel Industry Association of America (TIA 1992).

Who Are the Ecotourists and What Do They Want?

Alternative tourism/ecotourism, nature tourism, and adventure travel represents only about 10% of the world tourism market, but it is growing at the rate of 30% per year versus 5% for mainstream tourism (Jarvie 1993). In the United States, about 8 million adults, or 7% of U.S. travelers, said they had taken at least one ecotourism trip. Another 35 million adults, or 30% of U.S. travelers, said they are likely to take an ecotour trip in the next three years. Together, the potential ecotourism market in the U.S.A. is 43 million (TIA 1992).

Consumer studies indicate that ecotourists are characterized by the following:

- ** They are relative affluent, well-educated, mature and environmentally focused; they are interested in combining physical activities with environmental pursuits and opportunities for discovery and intellectual, cultural, and spiritual growth; and they tend to be outdoor enthusiasts, older than 30, half male, half female, and experienced overseas travelers who typically travel alone (Kutay 1991).
- ** They are not as interested in quality food or lodging but are more demanding in seeking information on their destination (Boo 1990).
- ** 65% of actual ecotourists in the U.S.A. are male, 78% are less than 50 years old, 43% have college degrees, and 47% earn more than \$40,000 annually. The potential ecotourists in the U.S.A. are 50% male and 50% female, the same age range, less well educated, and slightly less affluent than actual ecotourists (TIA 1992).
- ** Ecotourists expect high quality environments and a greater array of complex forests and spectacular, endemic species (Valentine and Wylie 1993).
- ** Compared to mainstream Canadian tourists, Canadian ecotourists are more interested in wilderness, water, mountains, parks and rural areas; tropical forests, birds, trees, wildflowers, and mammals; being physically active, new lifestyles, meeting people of similar interests, adventures, and seeing the maximum in the time available (Eagles 1991).

Cautions about Pacific Ecotourism

When considering ecotourism as an option, it is important to remember that all tourism resources "are susceptible to destruction because of the characteristics of small islands, particularly tropical ones: small physical area, fragility of ecosystems, strong inter-relationships between terrestrial and marine environments, and -- perhaps most important -- limited institutional, legislative, and management capabilities" (Wilkinson 1992:1-2).

In spite of the tremendous opportunities for forest ecotourism in the Pacific, there are several things which should be carefully considered before deciding to develop an ecotourism program:

- ** Any form of tourism, even hardcore ecotourism, can produce negative impacts. "Taking only pictures and leaving only footprints" sounds good, but too much picture-taking and hiking can damage sensitive areas.
- ** Pristine areas pioneered by ecotourists can quickly evolve into more conventional tourism destinations. It is often impossible to say "no" to tourism dollars once they begin to flow.
- ** Ecotourists can be very demanding. They expect high-quality information and intact environments and dislike crowding. A few bad experiences and they will quickly abandon an area.
- ** Ecotourism will not attract large volumes of visitors.
- ** Ecotourism, to be sustainable, must be based on solid business principles. It must be "more than a conservation problem looking for an ecotourism solution" (Lees 1992:61).
- ** In some areas of the Pacific, the resource base for ecotourism is limited. There are very few examples in Micronesia where ecotourism values are the primary attraction (Valentine and Wylie 1993).
- ** Western concepts of "parks," and related forms of protected areas which attract ecotourists, may not fit the traditional land ownership or semi-subsistence societies of Pacific island nations (Helu-Thaman 1992).
- ** Western concepts of "business," based on capitalist principles, may conflict with traditional Pacific island cultures in which business relationships are based on community ties, solidarity, and reciprocity (Young 1992).
- ** Ecotourism is a complicated subject involving many specialized niche markets, and there are very few well-documented case-studies of successful ecotourism programs.

THE VALUE OF FOREST ECOTOURISM

Few would argue the importance of tourism to local economies, especially on small islands. But seldom do we consider what forests contribute to all forms of conventional tourism, and even less understood is the scope and importance of specialized forms of forest-based tourism. However, these are significant questions for Micronesia.

Rainforests and mangroves are important components of a quality tourism experience, but are perhaps the least appreciated. In fact, they are frequently viewed as an obstruction to conventional tourism development. This is especially true of mangroves, which are commonly used for building materials or are eliminated to create beaches, scenic views, and building sites.

Rainforests and mangroves contribute to all forms of tourism, primarily through their ecological role in the ecosystem, but also for visual quality. They do much more than merely serve as a pretty backdrop, however. They are frequently the primary setting for accommodations, general sightseeing, and specialized recreational experiences.

Ecological and Amenity Values

Intact rainforests and mangroves are the very foundation of the tourism industry in an island ecosystem. "In the Pacific, a high proportion of the best tourism attractions depend for their sustainability upon the maintenance of undamaged primary rainforest with all its characteristic vegetation and wildlife and the functions it serves as regards water management and erosion control. These functions include protection of coral reef and lagoon ecosystems which for purposes of high quality tourism, as well for their fishery and 'development bank' values, would be destroyed by logging or other major land clearing activity" (Firth and Darby 1989:1-2).

While this ecological relationship may be understood, a major problem is the difficulty of identifying forest values when a product, such as tourism, is associated with the forest but cannot be as easily measured as a traditional forest product like timber. This is the difference between "hard" commodity and "soft" amenity values. A common example is a resort that is adjacent to or surrounded by forests, where this proximity or setting is a key attraction and is prominently used in marketing and in the architecture of the resort. Excellent illustrations of this close relationship are the Village Hotel in Pohnpei and the Pathways Hotel in Yap, where the forest setting is an integral part of the experience. If the forest is altered, tourists would not come or they would certainly not pay the same price.

Primary versus Secondary Forest Ecotourism

We can distinguish between ecotourism for which forests are the primary draw and ecotourism for which forests are a secondary activity. Primarily forest-based ecotourism would require some very special feature which could overcome the cost and distance inherent in Micronesia tourism. Although many dive destinations have the special features and quality to be a primary draw, few tropical rainforests and mangroves do. It is therefore more important to

focus on secondary ecotourism, which is the wide range of add-on experiences to enhance and extend a visitor's stay. With careful planning and marketing, many tourism destinations in Micronesia have the potential for this type of tourism (Valentine and Wylie 1993).

Quantifying the Importance of Forest Tourism

In addition to providing specialized tourism attractions, intact rainforests and mangroves support all forms of general tourism. Although quantifying these contributions to an island's tourism industry is difficult, there are some useful indicators:

- ** Palau.** A study comparing the potential economic benefits of a hypothetical golf course and an ecotourism jungle cruise, suggests that the forest-based ecotour operation would yield more profits for Palauans. The golf course might gross \$4.6 million per year, but only \$350,000 of that would end up in Palauan pockets after debt servicing and paying for non-local materials and services, etc. In the jungle cruise scenario, only \$584,000 would be grossed, but \$454,000 would go to Palauans (Bell 1994).
- ** Fiji.** A study conducted in Fiji shows evidence of a growing level of awareness and concern among the tourism industry for the environment. With 280,000 international visitors (1990), Fiji is the major tourism destination in the South Pacific. When asked about the importance of the environment, 83% of the tourism operators surveyed indicated that improvements in the environment would benefit their businesses and 72% described natural beauty as the country's main attraction. The accommodation sector appeared to demonstrate a higher level of environmental awareness than the tour operators, perhaps due to the general low level of tourist mobility. "Most respondents identified a significant relationship between the 'visitor experience' provided by their business and the quality of the natural environment in the immediate area. 16 (55.2%) described the relationship as very strong and 10 (34.5%) fairly strong, making a collective response of 89.7%" (King and Weaver 1993:104).
- ** North Queensland.** Of all the visitors who come to the North Queensland area of Australia, 51.4% are attracted by the "rainforest/wilderness jungle." The extensive tropical rainforest of the Wet Tropics World Heritage Area north of the Daintree River has become a Mecca for ecotourists. In 1991, 223,000 visitors crossed the Daintree River, about half on commercial tours; 58% were from overseas. This visitation produced an estimated \$17.89 million in direct economic benefits and another \$12.51 million in indirect benefits to the local economy. Much of this went to 44 rainforest tour operators and 41 additional local businesses. With two nights stay in Cairns for each rainforest visit, the total economic return is calculated to be \$76 million. Although this is only a small proportion of total expenditures on tourism in the region (\$1,100 million), it is believed that the forests play a very important role in bringing people to the region even if their direct expenditure on forest-based tourism is relatively low (Valentine and Wylie 1993).
- ** U.S. Tour Operators.** Rainforests are the most popular destination of North American tour operators, according to a 1992 PATA survey. Rainforests and

islands were mentioned as ecosystems of particular interest by 79% of operators (Yee 1992).

- ** **Melanesia and Polynesia.** 50-80% of all tourists to Melanesia and Polynesia mentioned the natural environment was one of the principal attractions of the host country (Kudu 1992).

Survey of Forest Tourism in Micronesia

A more direct measure of the value of forest tourism is the estimated annual (gross) earnings of existing special interest tourism programs in Micronesia that focus on forest-based experiences. A sample of six operators reveals the following range:

- ** Mangrove canoe tours, Kosrae - \$6,000.
- ** Educational camp, Rota - \$27,000-\$36,000.
- ** University field school, Palau - \$32,400.
- ** Nature and historic tours, Guam - \$180,000.
- ** Jungle tours, Saipan - \$182,500.
- ** Various nature tours, Pohnpei - \$273,000.

These estimates are based on interviews with tour operators. Collectively they conservatively gross over \$700,000 per year, with modest (or zero) capital investment. Rainforest and mangrove environments are essential elements in these commercial activities. And although the economic benefits to the local economy vary depending on different rates of leakage, in most cases they should be higher than conventional tourism operations because of the low overheads and high levels of local ownership.

Forest Tourism Products

Another perspective can be gained through an examination of the kinds of individual forest tourism opportunities currently available in Micronesia. The following examples are from a quick survey undertaken by the author between August 15 and September 3, 1993 and reported by Valentine and Wylie (1993). This shows the range of activities and daily fees or trip prices, as indicated in tour brochures.

(next page)

Price	Activity
\$1-3	Entrance to waterfalls, Pohnpei
\$5	Pwudoi mangrove boardwalk/wildlife sanctuary, Kosrae
\$5	Prehistoric Chamorro village and beach camp, Rota
\$7.50	Tour of traditional village, Ngaraard, Palau
\$10	Private zoo, Rota
\$15	Tour of Leluh prehistoric ruins, Kosrae
\$20	Canoe tour of mangrove channel, Kosrae
\$20	Cultural show, Pohnpei
\$25	Overnight camp trip to traditional village of Walung, Kosrae
\$25	Ngaraard Traditional Resort, Palau (single rate)
\$33	Birdwatching tour, Rota
\$35	Overnight stay in traditional village of Walung, Kosrae
\$35	Nan Madol tour of prehistoric ruins and waterfall swim, Pohnpei
\$35	Enipein Marine Park mangrove canoe tour and cultural activities, Pohnpei
\$35	Agroforest/farm tour and fruit tasting, Rota
\$36	Mt. Sabana Adventure Drive, Rota
\$50	Rainforest and waterfall hike, Pohnpei (6 hours)
\$55	Pacific Tree motel in mangrove setting, Kosrae (single rate)
\$60	Island tour of WWII and historic sites, Guam
\$75	Jungle Adventure or Chamorro Cultural Center tour, Guam
\$75-90	Village Hotel in rainforest setting, Pohnpei (single rate)

Economic Benefits of Ecotourism

Ecotourism is considered by many to be well suited for Pacific island nations. As noted by Firth and Darby, "the economic returns from 'nature tourism' are exceptionally high in relation to the development funding it requires, much to the surprise of the conventional tourist industry... Further, nature tourism tends to be more appropriate for Pacific Island nations than does high-density package tourism, and thus easier to control and more rewarding for local people. Even more important, nature tourism requires conservation (wise use) of ecologically viable areas of the distinctive terrestrial and marine ecosystems upon which much of the future prosperity of Pacific national inevitably depends" (Firth and Darby 1989:1-2).

Experts have identified many ways that small-scale ecotourism operations can produce greater economic benefits than conventional forms of tourism.

- ** Small, diverse programs are less vulnerable to market changes (McSweeney 1992).
- ** Low volume/High value products produce higher profits and avoids the problem of "profitless volume" (Oelrichs 1992).
- ** The value of undeveloped areas will continue to grow in demand as they become more scarce (ibid.).
- ** It has the potential to be decentralized and bring economic benefits to rural areas (ibid.).
- ** Smaller scale avoids the need for imported labor (ibid.).
- ** Emphasizing endemic resources and relying less on imported products and materials reduces leakage of profits out of the economy.

Non-Economic Benefits

Although more difficult to measure, there are other potential advantages of forest-based ecotourism which, in some cases, may outweigh the direct economic benefits. Generally, these are not delivered through conventional tourism and benefit much more than just the island's economy.

- ** **Island ecology** is enhanced through environmental education and conservation of forest resources.
- ** **Local culture** is preserved, revitalized, and appreciated.
- ** **Local people** receive enhanced recreational opportunities and develop pride.
- ** **Visitors** have natural, authentic experiences and learn about the island.
- ** **Forestry programs** receive positive public exposure and support.
- ** **NGOs** receive exposure and volunteers and promote environmental ethics.

TOURISM MARKET ANALYSIS FOR MICRONESIA

Micronesia is much too large and diverse to deal with as a single unit, and I do not have all the expertise or the data needed to properly analyze this market. However, I can sketch the general outlines of this complex subject, identify some of the key issues and trends, examine general preferences of Asian tourists, and extrapolate from market segmentation studies in Australia to suggest possible target markets for Micronesia. The Japanese market is touched upon briefly here and in more detail in a later section.

The Regional Context

The proper context for examining Micronesia tourism is the East Asia-Pacific Region, which consists of three sub-areas, each with its own market conditions and linkages. Information from the World Tourism Organization (WTO 1993) indicate that these sub-areas principally attract visitors from different sets of countries inside and outside the region. For example:

**** NE Asia (Japan, Korea, China)**

Tourists from Japan, Taiwan, Europe, and the U.S.A.

**** SE Asia (Indonesia, Philippines, Thailand, Singapore, Malaysia)**

Visitors from Europe, Japan, Hong Kong, Taiwan and Singapore.

**** Oceania (Australia, New Zealand, Melanesia, Polynesia, Micronesia)**

Travelers to and from Australia, New Zealand and from Europe and Japan

In 1992 nearly 30 million people visited East Asia and the Pacific from just eight countries. By far the most came from Japan, followed by Singapore, Taiwan, U.S.A., Hong Kong, Australia, Korea, and Germany. Interestingly, this region is the second most important destination after the Americas for German tourists (see Table 1). The region received 68 million visitors in 1993, up from 58 million in 1992, an impressive 12% increase. This was the largest annual increase of any region world-wide (WTO 1994).

Outbound travel from each of the countries in this region is affected by different local conditions and trends, such as size and growth of the population, percent of the population who travel, and economic development. Each country's stage in the development of its outbound travel market is one of the principal factors that affects the numbers of intra-regional travelers now and in the future. New Zealand and Australia are considered to be mature markets, with rates expected to be relatively stable. On the other hand, Singapore, Hong Kong, Taiwan, and Malaysia are developing markets; Korea, Thailand, and the Philippines are emerging markets; and Indonesia and India are in the embryonic stage. The "sleeping giants" are India, Indonesia, and China (Baldwin and Brodess 1993).

Indonesia, especially, deserves close attention in the future. It has the world's 4th largest population (184 million), an average economic growth rate of almost 7% annually since 1967, and economic improvements which have created a "massive holiday market" (Bramwell and Lane 1993). Strong intra-regional travel from China is also anticipated and by 2010 it could be larger than the either the Japanese or U.S. outbound markets (WTO data and ATC 1993). Of the

estimated 5 million Chinese who held passports, three million traveled abroad in 1992 for both business and pleasure (ATC 1993).

On a smaller scale, however, this broad regional pattern of outbound travel may exhibit slight variations, depending on local variables, and actual inbound travel will vary in each destination. For example, when looking at Palau on the western edge of Micronesia, a PATA study identifies Japan, Korea, and Taiwan as the current markets, the Philippines, Indonesia, Malaysia, and Thailand as the medium-term target markets, and China, Viet Nam and other Asian countries as long-term markets (Oelrichs 1993). In addition, information on tourist arrivals clearly show wide variation in the numbers and nationalities of travelers who are visiting Micronesia.

CURRENT TOURISM STATISTICS FOR MICRONESIA
CNMI Totals - 488,330 arrivals in 1992 71% from Japan, 16% U.S.A., 6% Korea, 2% Taiwan, 1% Hong Kong Substantial increases from Korea and Taiwan Decreasing numbers from the U.S.A., Hong Kong, Australia
Guam - 876,742 arrivals in 1992 77% from Japan, 7% U.S.A., 4% Korea Increases from Korea, Taiwan, Hong Kong and Philippines
Palau - 33,000 arrivals (including business) 75% are tourists 60-80% of tourists are divers About 50% from Japan, 25% U.S.A., 10% Philippines
Pohnpei - 12,212 arrivals in 1992 (including business) 40% from Japan, 34% U.S.A., 9% Europe Japan is fastest growing market Korea, Taiwan and Hong Kong are most important future markets
Kosrae - 2,866 average visitors annually (including business) About half from U.S.A.
FSM Totals - 25,253 visitors in 1991 (Rosokow 1992) 45% from U.S.A., 40% Japan, 7% Australia, 4% other Asian

Regional Trends and Factors

Regional trends and factors in tourism can affect travel to Micronesia and in general the signs are encouraging. Growth rates for the East Asia-Pacific region for the period 1980-1992 are more than double the world average. In addition, travel to Oceania has also grown substantially, totalling 5,498,000 arrivals in 1992 (WTO 1993). Travel in the region is expected to grow from 68 million today to 130 million by the year 2000, or 64% of global volume (Tamamura 1992).

Factors which will continue to shape international tourism in the region include the following (from WTO 1993 and Oelrichs 1993):

- ** Economic growth of the Pacific Rim and SE Asia
- ** Intensive and successful marketing and promotional efforts
- ** Expansion of international gateways and increased flights
- ** Modernization and expansion of tourism infrastructure
- ** Increase in discretionary income in newly industrialized countries
- ** Increased level of travel by Asian countries with large populations
- ** The growing interest in ecotourism and cultural tourism and destinations little affected by western culture
- ** Growing interest in the Pacific as a tourism destination and economic entity
- ** The growth of tourism in Guam and the desire for some of these visitors for add-on experiences
- ** Worsening environmental conditions in many Asian countries makes Micronesia look like paradise
- ** Important ethnic ties between countries
- ** More frequent short-haul flights
- ** Airport congestion and insufficient air seat capacity
- ** Slowdown of the Japanese economy
- ** Political instability in some countries
- ** Natural disasters in some tourism destinations
- ** Increased competition among countries within the region.

Preferences of Asian Travelers

Generally speaking, sightseeing and resort holidays are the top preferences for Asian tourists, whose "dream vacation" destinations include Australia, New Zealand and the Pacific islands. The most popular types of sightseeing is touring natural/scenic locations, followed by historical sites and experiencing cultural attractions. Theme parks also have moderate appeal. However, active sporting holidays are not popular with Asian tourists and the shopping oriented trip is gradually declining (Baldwin and Brodess 1993:13-14).

The popularity of Australia as a destination is suggestive of the type of experience preferred by Asian travelers. The Australian Tourist Commission expects Asia will overtake Japan as the major source of tourists to Australia in 1994 and predicts 1.8 million non-Japanese Asian visitors annually by the year 2000 (Australian Tourist Commission).

As with most generalizations, however, there are numerous exceptions and differences between countries that can only be seen when examined in finer detail.

Australian Market Segmentation Studies

Detailed market segmentation studies conducted by the Australian Tourist Commission can suggest the types of travelers who might be interested in traveling to Micronesia (ATC 1993). These data are based on interviews and focus group discussions with long haul travelers and potential travelers, as well as surveys of households and markets within each country. Because they measure general attitudes about travel to competitive destinations rather than focusing on only those who actually visit Australia, these studies are applicable to other areas.

Specific market segments are considered to be a good "fit" for Micronesia (other than existing mass tourism in Guam and the CNMI) if they are not interested in resorts, nightlife, fancy restaurants and are interested in things like foreign culture (different lifestyles and foods), rural exploration, unusual wildlife, rainforests, relaxed atmosphere, and natural wonders.

Singapore/Malaysia. Singaporeans and Malaysians are typically looking for a place where there are lots of things to see and do, where they can get away from noise, pollution, heat and humidity to experience "big nature" (dramatic landscapes) and enjoy good entertainment. Although only 14-16% of those who responded said they had traveled to the Pacific, 80% intended to do so within the next three years (ATC 1993). The most popular destination for Singaporean tourists in Oceania in 1992 was New Zealand, perhaps because of its cool climate (WTO 1993).

Malaysia. Malaysia is a potentially large market somewhat similar to Singapore except a few years behind. There are three potential Malaysian market segments in Australia which might fit Micronesia.

"Foreign Discovery"	Selected Elements
** Age 18-34	** Rural exploration
** 50% males, 50% females	** Interesting and unique things
** Single, no children	** Rainforests
** Clerical/secretarial	** Relaxed atmosphere
** University/College	** Unusual wildlife
** Above average household income	** Native people
	** Big nature

"Family Adventure"	Selected Elements
** Age 18-34	** Safe place
** More males (56%)	** Natural wonders
** Secondary school	** Native culture
** Married with children	** Unique activities
** Slightly above average household income	** Friendly, social place
	** Suitable for families

"Rural Discovery"	Selected Elements
** Age 18-24	** Unspoiled scenery
** More males (63%)	** Relaxed lifestyle
** Trader/Proprietor/Merchant	** Daring and adventurous
** Secondary school	** Hot weather
** Above average household income	** Young singles
** Single, no children	** Visit a farm or zoo

Singapore. A sophisticated market, where growth in new/different products, off-season, and independent travel is expected. There are two Singaporean market segments in Australia which might fit Micronesia.

"Experience Australia"	Selected Elements
** Age 18-34	** Unusual wildlife
** 50% males, 50% females	** Unusual people
** Secondary school or less	** Friendly people

- ** Professional/Management
- ** Single, no children
- ** Slightly above average household income

- ** Rainforests
- ** Native peoples
- ** Big nature
- ** Bugs and insects

"See Australia"

- ** Age 35+
- ** 50% males, 50% females
- ** Secondary school or less
- ** Above average household income
- ** Married with children

Selected Elements

- ** Unspoiled scenery
- ** Unusual plants
- ** Visit farm or wildlife park
- ** Rainforests
- ** Native culture

Hong Kong. This is considered a tough market complicated by the imminent political turn-over (1997). The most popular destination in Oceania for Hong Kong tourists in 1992 was Guam (WTO 1993). There is only one potential Hong Kong market segment in Australia that might fit Micronesia.

"Experience Australia"

- ** Age 18-34
- ** 50% males, 50% females
- ** Technical or university
- ** Below average household income
- ** Single, no children
and single with children

Key Elements

- ** Rainforest
- ** Native culture
- ** Unusual wildlife
- ** Local history
- ** Meet locals
- ** See natural wonders
- ** Visit small towns

Indonesia. This is a giant of a sleeper market that has yet to be defined. Experienced, repeat travelers in their late 30s and 40s (primarily men) are currently the most important segment of the leisure market, although the younger market is expected to see high growth in the future (Baldwin and Brodess 1993:15). There is only one potential Indonesian market segment in Australia that might fit Micronesia.

"Wide-Open Country"

- ** Age 18-34
- ** More males (59%)
- ** High school or less
- ** Professional
- ** Single, no children
- ** Average income

Selected Elements

- ** Native peoples
- ** Unique activities
- ** Unspoiled scenery
- ** Daring and adventurous
- ** See natural wonders
- ** Unusual wildlife
- ** Hiking, camping, trekking
- ** Bicycling, horseback riding
- ** Relaxed, quiet atmosphere

Korea. Together with Taiwan, this will be Australia's biggest market by 2000, with good opportunities for honeymoon and special interest segments (golf, diving, farm-stay.) The most popular destinations in Oceania for Korean tourists in Oceania in 1992 were the Northern Marianas and Guam (WTO 1993). There is only one potential Korean market segment in Australia that might fit Micronesia.

"Experience Australia"	Selected Elements
** Age 18-24	** Natural wonders
** 50% males, 50% females	** Native peoples
** 4 year university	** Unique wildlife and plants
** Clerical or secretarial	** See natural wonders
** Single, no children	** Rainforests
** Household income below average	** Big nature
	** Vist farm or orchard

Taiwan. This is one of Australia's best markets, with opportunities for further growth in independent and adventure niches. Relaxation of travel restrictions is expected to accelerate growth in outbound travel. The most popular destination for Taiwanese tourists in 1992 in Oceania was Australia. There is one potential Taiwanese market segment that might fit Micronesia.

"Experience Australia"	Selected Elements
** Age 18-24	** Natural wonders
** More males (60%)	** Daring and adventurous
** University	** Trekking
** Management, sales or clerical	** River cruise
** Single or married, no children	** Rainforests
** Slightly below average household income	** Unusual wildlife
	** Native people

Thailand. Although a difficult market to crack, good growth is expected. There are two potential Thai market segments in Australia that might fit Micronesia.

"Foreign Discovery"	Selected Elements
** Age 18-24	** Unspoiled scenery
** More females (59%)	** Daring and adventurous
** Student	** Unusual wildlife
** Single, no children	** Rainforests
** Below average household income	** Native peoples
	** Relaxed atmosphere

"Tour Australia"	Selected Elements
** Age 25-34	** Unspoiled scenery
** More females (58%)	** Unique wildlife
** Average household income	** Natural wonders
** Married with children	** Native cultures
	** Rainforests

Japan. The most popular and fastest growing destination for Japanese tourists in Oceania is Australia, where the rainforests and barrier reef of Queensland are the most popular attractions (twice as much as other nationalities)(Bureau of Travel Research). The types of Japanese visitors to the Cairns region may suggest who might be interested in similar experiences in Micronesia. The largest group is the Young Leisure (14%), followed by Silvers (seniors) in groups (9%), Honeymooners (9%), Office Ladies (7%), Small Groups (6%), Families

(5%), and Business (5%)(Pegoraro 1992:68). A more detailed analysis of Japanese market is included in the following section.

At the national level, the ACT report identified two market segments that may be suitable matches for Micronesia.

<u>"Experience Australia"</u>	<u>Selected Elements</u>
** Age 18-34	** Native culture
** Males 56% and Young Office Ladies	** Unspoiled scenery
** Some completed university (57%)	** Unusual wildlife
** Single and married with children	** Meet some locals
** Slightly below average household income	** Friendly people
	** See alligators
 <u>"See Australia"</u>	 <u>Selected Elements</u>
** Age 35-54	** Interesting small towns
** Mostly males (80%)	** Native people
** University graduates	** Rainforests
** Below average household income	** Visit farm or orchard
** Married with children	** Unspoiled scenery
	** Natural wonders

Germany. Germany is a priority market for incentive travel for the Australian Tourist Commission. The most popular destination for German tourists in Oceania in 1992 was Australia. Of these, there is one potential market segment which is very well suited for Micronesia.

<u>"Foreign Lands"</u>	<u>Selected Elements</u>
** Age 18-39	** Unspoiled scenery
** More males (60%)	** Natural wonders
** University graduates (60%)	** Far away
** Singles (60%) and couples with no children	** Native peoples
** Below average household incomes	** Rainforests
	** Unique wildlife
	** "Danger"
	** Meet some locals

Geographic Target Markets for Micronesia

Extrapolating from the information above, several possible target markets for Micronesia can be identified. Primary markets, which can be tapped immediately throughout the region, are Japan and the U.S.A.. Secondary target markets with significant potential throughout Micronesia are Korea, Taiwan, Germany and perhaps the Philippines. Australia may be a secondary target market with considerable potential for growth in the FSM and Palau.

Japan. Japan has the highest number of tourists traveling within the East Asia - Pacific region (9,244,000 in 1992), and although very few of these travelers currently reach the smaller island destinations, the size of this outbound market and its proximity to Micronesia cannot be ignored. With increases of nearly 11% annually, the growth of the Japanese outbound travel market exceeds that of the U.S.A., France, Germany, and the U.K. (WTO 1994). Efforts should be made to attract some of the 656,000 Japanese who overfly Micronesia on their

way to Australia, or the nearly equal number who annually visit Guam, the "Gateway to Micronesia". The cultural and historical ties between Japan and Micronesia could also be an important element in this market. The Japanese market will be explored in detail in the next section.

Australia. Australia is even closer to Micronesia, but it may have less to offer as a target market. It has a much smaller population than Japan, a "mature" outbound travel market that is not expected to see significant growth, and its better short-haul connections to Melanesia currently satisfy its demand for small island tourism. Despite these factors, Australia could become an important market for Micronesia because of its proximity and its established interest in ecotourism. Air connections may be a major factor in this market; with the exception of Guam, currently there are no direct flights between Australia and Micronesia.

U.S.A.. The United States contributed nearly 4 million tourists to the region in 1992, including 295,000 to Australia and 52,000 to Guam. This plus its political and economic connections to the region make it an excellent target market for Micronesia. With Australia being one of the fastest growing markets for U.S. travelers, there is tremendous opportunity for developing packages that combine Australia and Micronesia.

Germany. Although Micronesia is a long-haul destination for German tourists, it is a potential target market. Even though very few Germans currently visit Micronesia, German tourists are legendary for their enthusiastic style of travel. What they may lack in numbers they tend to make up in length of stay, repeat visits, high spending patterns, and preference for nature and cultural tourism. For example, studies of international visitors to Australia show that German tourists are more likely to take an Aboriginal tour (Burchett 1992) or participate in bush walking than all other nationalities (Oelrichs 1992).

Other Asian Countries. The developing and emerging markets of Taiwan, Korea, Hong Kong, and perhaps Thailand all represent future market opportunities for Micronesia. As these markets expand in Australia and become more experienced in international travel, and as they industrialize (perhaps at the expense of their environments), it is likely that tourists in these countries will turn their attention to the untrammelled islands of Micronesia. A total of 5 market segments in these countries have been identified by the Australian Tourist Commission which have profiles that match Micronesia. All but one of these are very young travelers (less than 35 years old) which will be looking for new travel destinations over the next 40 years. Micronesia could fill that niche.

Lifestyle Target Markets

There is a range of market segments that can be defined primarily by the lifestyle or travel psychographics of its members. These overlap with each other and with the geographic and service/product target markets and provide a different perspective on potential visitors to Micronesia. These include:

- ** Ecotourists (low-impact, educational, nature-based)
- ** Conservation Volunteers (tree planting, scientific research)
- ** Families (including grandparents with grandchildren)
- ** Seniors (Elderhostel)
- ** Students (Portland State University 11-day educational tour)

- ** Teachers (rainforest and cultural education)
- ** Adventure (sea kayaking)

Service/Product Target Markets

These are special interest tours that focus on one or more particular service or product area, including:

- ** Diving (Scuba and snorkeling)
- ** Hobby (birding, painting, photography, archeology)
- ** Fishing (and fish-watching)
- ** World War II history
- ** Technical tours (business or professional subjects)
- ** Conference/Workshops

Low Volume/High Value Niche Market

This is a very specialized niche that offers custom-made "adventures of a lifetime" for an individual or small group at a very high price. These are characterized by an emphasis on high quality, individualized attention, authenticity, and an intensive, professionally-controlled interaction with special features of the natural and cultural environment. They can be combinations of hard and soft adventure, four-star hotels and backcountry camping, being pampered and being pushed beyond personal limits. This type of market niche has been successful in Africa and Tibet, with prices in the \$8,000-\$12,000 range (Malcolm Lillywhite, personal communication). In Micronesia, there are many world-class opportunities that could be developed and connected to provide low volume/high value tours. Potential tour attractions include:

- ** Diving/snorkeling
- ** Jellyfish Lake
- ** Japanese WWII history
- ** Hiking and swimming in waterfalls
- ** Forest folk experts
- ** Rare plants and animals
- ** Flightseeing from airplanes
- ** Sea kayaking and mangrove canoeing
- ** Cultural events, dances, feasts
- ** Traditional villages
- ** Ancient cities of Nan Madol and Leluh

Professional documentation of the trip with film and video cameras can add an important dimension to the experience and help justify the high cost. This extends the benefits and increases the status of the participants by allowing them to share the "trophy memories" with others upon their return home. Another opportunity to capture these activities might be to develop special souvenirs that commemorate specific activities or places, such as commissioning a Palauan storyboard that shows each major event of the trip.

Another potential element of low volume/high value trips can be voluntary donations of time, expertise, or money by the participants to some local project. Examples might include sponsoring or contributing to a special

cultural event, volunteering with a sea turtle research project, or purchasing and donating the conservation easement (logging rights) to a piece of critical habitat. These activities would be an integral part of the trip experience and serve to connect the visitor with the destination.

Marketing Strategies for Forest-based Tourism Products

There may be four basic approaches to attracting tourists to low-impact, forest-based nature and cultural attractions in Micronesia. These are not mutually exclusive and they could be used in various combinations.

High volume/low demand. This method is like casting to a large school of fish-- only a few will bite. It accepts the fact that only a small portion will be interested, but it makes up for it by working with a large mass-market. Information is presented on-site, long after the tourists have made their major travel decisions and the ecotourism experience is a small part of the visit (secondary tourism). This strategy would work well on Saipan and Guam and with the Asian markets.

Low volume/high demand. This approach is more like spear-fishing: it targets a niche market and matches it with a specialized product. Information can be presented after the visitor arrives on the island; however, the ecotourism experience is a large part of the visit (primary tourism) and it would work best if potential customers were identified well in advance and on islands that have unique attractions. A good example of this is special interest educational travel. This strategy would work well with the U.S.A., German, and Australian markets and with the specialized lifestyle and service/product markets listed above.

Dive add-ons. This approach combines features of the other two. It depends on a potentially large but somewhat specialized market segment. Divers choose an island destination primarily for its underwater attractions, but once there they are likely targets for forest-based experiences. This strategy would work well for islands with a strong dive industry and a suitable number of forest-based ecotourism attractions. Information could be presented both before and after arrival on the island.

Low volume/low demand. This scenario, where both the numbers of tourists and their interest in forest-base activities is low to moderate, is the current situation in many "undiscovered" islands. This might be an appropriate short-range option for islands that seek an alternative to mass tourism, such as Kosrae, that wish to develop their tourism industry slowly, or who do not have significant forest-based tourism opportunities.

TABLE 1 - POTENTIAL GEOGRAPHIC MARKETS FOR MICRONESIA TOURISM
Based on tourist arrivals in East Asia and the Pacific in 1992 (WTO 1993)

COUNTRY OF ORIGIN	TOTAL ARRIVALS (regional ranking)	POPULAR OCEANIA DESTINATIONS (numbers and ranking)	COMMENTS
Australia	1,972,00 (6th)	New Zealand 352,000 (2nd) Fiji 88,000 (5th) Vanuatu 24,000 (12th) New Caledonia 17,000 (17th)	Small population and mature outbound market. Possible primary target market for southern Micronesia.
Germany	1,238,000 (8th)	Australia 83,000 (5th) Fr. Polynesia 8,000 (8th) Samoa 2,000 (15th)	East Asia and the Pacific is the second most important destination after the Americas. Possible primary target market for Micronesia.
Hong Kong	2,486,000 (5th)	Guam 3,000 (10th)	Developing outbound market. Possible secondary target market for Micronesia.
Japan	9,244,000 (1st)	Australia 656,000 (6th) Guam 644,000 (7th) Fiji 31,000 (14th) New Caledonia 26,000 (15th)	Australia is the fastest growing destination for Japanese tourists (23%). Excellent primary target market for Micronesia.
Korea	1,909,000 (7th)	CNMI 21,000 (7th) Guam 19,000 (10th)	Guam dropped from 8th most popular Korean destination in 1980. Emerging outbound market. Good secondary target market for Micronesia.
Singapore	5,063,000 (2nd)	New Zealand 20,000 (10th)	Offers great potential in the region. Developing outbound market. Possible secondary target market for Micronesia.
Taiwan	4,038,000 (3rd)	Australia 7,000 (10th)	Developing outbound market. Rapid growth expected. Good secondary target market for Micronesia.
U.S.A.	3,913,000 (4th)	Australia 295,000 (5th) New Zealand 139,000 (9th) Guam 52,000 (14th) Fr. Polynesia 38,000 (15th)	Australia is one of the fastest growing markets for U.S. travelers. Excellent primary target market for Micronesia.

UNDERSTANDING THE JAPANESE MARKET

Japanese Culture and History

In order to understanding the Japanese travel market, it is important to recognize the cultural and historical context of Japanese travel behavior. There are two main aspects that characterize Japanese history: thousands of years of cultural continuity and the ability to adapt elements of foreign cultures to improve Japanese living standards. This has produced a very homogeneous but multi-layered culture made up of a rich mixture of foreign and native elements (Pegoraro 1992). However, modern Japanese had relatively little exposure to different races, cultures, and languages until they began to travel internationally in the 1960s and 70s.

Historical Constraints. Much of contemporary Japanese tourist behavior may be due to historical constraints on travel inside and outside Japan. In 17th century Japan, travel was restricted by the government as a way to prevent the spread of guns and Christianity. The only way for ordinary people to travel was to undertake a pilgrimage to a Shinto shrine or Buddhist temple. Observing strict religious rules during travel and worship, once released from these obligations the happy pilgrims would "make merry" and purchase souvenirs for their friends and families. This may be the origin of mass tourism in Japan (Yoshida 1992).

Beginning with their involvement in China, Japan had a wartime economy from 1932 to 1945, which limited overseas travel to those few who were either wealthy or well-connected to the government. The national priority during this time was on conservation of foreign currency for military build-up, leaving little foreign exchange for international travel. After Japan's defeat in 1945, overseas travel was limited by the government until 1964 (Tamamura 1992).

Colonial Connections. Japanese colonial expansion in the Western Pacific in the period between WWI and WWII established many cultural ties that remain today. Many of the older generation in the Northern Marianas, Pohnpei and Palau speak Japanese and most Japanese have some knowledge of these previous Japanese colonies.

Bonus Pay. Runaway inflation after WWII prompted the government to establish a semi-annual bonus for all employees to cover living expenses. Even after inflation subsided, this practice was continued and today these bonuses amount to 5-6 months pay. This discretionary income, received in June and December, funds a significant portion of Japanese travel, especially among single women who live at home and have relatively low living expenses (ibid.).

The Ten Million Plan and Beyond. With the rising value of the yen and dramatic increases in exports during the late 1980s, the Japanese government realized that the expenditures of Japanese travelers abroad were an important means to correct imbalances in foreign trade. The government then initiated its "Ten Million" plan in 1987 to increase the number of overseas Japanese travelers from 5.5 million in 1986 to 10 million by 1991, a target which was met and exceeded in 1990. Incentives included doubling the customs duty-free limits on individual purchases and liberalizing corporate deductions on travel (ibid.). This phenomenal increase in outbound travel shows no signs of abating. An

estimated 14.7 million Japanese traveled overseas in 1993, and Japan averaged an annual growth rate of almost 11% between 1980-1993, the highest of any industrialized country in the world (WTO 1994).

School Trips. Government involvement in domestic travel is significant and begins with first grade excursions to nearby educational attractions. Sixth grade students throughout Japan take an overnight trip away from home; some schools even take their students abroad. Annual school trips by millions of Japanese students continues through high school and college and represents a major segment of the domestic travel market (Tamamura 1992). This may account for the Japanese habit of group travel as well as the size and complexity of the Japanese tourism industry built upon package tours.

Work Ethic. The Japanese work ethic, which traces back to Japan's Buddhist traditions, involves a strong sense of loyalty and duty to the company and long work hours. The average Japanese works nearly 2,200 hours annually, as compared with 1,900 hours for the U.S.A., and 1,800 hours for Germany (ibid.). Recently, however, the Japanese government and business leaders are reducing work weeks and encouraging leisure including travel. They have even had to invent a new word (*reja*) to define the new concept of leisure that is not work related (DTI 1993). Despite these changes, many Japanese are reluctant to use the full amount of vacation time they have earned. As a result, they tend to take relatively short vacations-- 3-4 nights for nearby destinations and 5-10 nights for the American mainland.

Parks and Protected Area Tourism. The Japanese experience with national parks and other protected areas is limited. The first national parks in Japan were established in 1933, primarily to attract foreign visitors and foreign currency, and were too expensive for the average Japanese. After WWII, most Japanese regarded parks as just another type of mass-tourism resort destination. Heavy demand coupled with very few rangers and interpreters created problems with overuse and littering. Even today, there are only 114 park rangers covering the 28 national parks and 55 quasi-national parks in Japan (12.8 million acres or 14% of Japan). The result is little environmental education and visitor contact and few opportunities for Japanese to really learn the importance of parks and how to behave in these special areas (Yoshida 1992).

Collectively, these historical and cultural factors provide the cultural context for Japanese travel and set the stage for defining the specific characteristics of Japanese tourists. In particular, the constraints on travel and the late entry of Japan into international travel help explain the low level of travel by Japanese. Only 7% of the Japanese public traveled abroad in 1992, compared with 12% of Australians, 17% of Americans, and a whopping 54% of British. Other potential barriers to foreign travel are discussed below. Despite their late start and lack of experience, however, the Japanese show every indication of rapidly becoming world-class travelers.

Characteristics of Japanese Tourists

The following characterizations of Japanese tourists are based on the work of Pegoraro (1992), Tamamura (1992), Lubeck (1992c, 1992d, 1992e), the script for a video produced by the Japan Travel Bureau (JTB n.d.), interviews in Australia and Micronesia for this project, and various other sources identified below.

- ** Safety. Japanese tourists can either be overly concerned for their personal safety or not concerned enough. Increasingly, Japanese tourists find themselves the victim of crime when abroad due to carelessness stemming from their high sense of security at home. Fear of travel is one reason for the phenomenal growth of elaborate theme parks in Japan that feature international attractions "for nervous Japanese who would love the reality of foreign travel but haven't the time, or the money -- or, especially, the courage" (Sydney Morning Herald).
- ** Familiar Japanese foods. Many Japanese travelers prefer familiar foods and Japanese brands. However, it would be better to avoid offering Japanese food if it cannot be prepared and presented correctly. Tea stops are also important.
- ** Group travel. Group behavior is the cultural norm. Japanese children learn to travel in groups for school field trips and almost all Japanese travel is handled through travel agencies in Japan, which emphasize packaged, group tours.
- ** Language barrier. Many Japanese, especially older individuals, have had very little experience with foreign languages and feel insecure about their ability to communicate. This may be more perceived than real, but it contributes to a preference for group travel with an interpreter. Japanese guidebooks, menus, and hotel service information is important.
- ** Personal cleanliness/hygiene. Japanese bathe or shower daily and are reluctant to engage in activities that will get them dirty unless they know they can clean up afterwards. Odors may be especially offensive. Clean dining and toilet facilities are important. Separate beds are the norm, even for married couples.
- ** High standards of service. Japanese travelers are paying to have everything taken care of for them, so they expect service to be prompt, efficient and friendly, with great attention to detail. If the food is Japanese, it must be perfectly prepared and presented. Since all services are usually paid for up front, tipping is not considered necessary.
- ** Highly structured activities. Japanese society is highly organized and operates very efficiently. This is reflected in tourism activities and time schedules that are highly structured and provide the most activities possible. As time and money are limited quantities, Japanese tourists expect maximum value for their investment through a well organized schedule. At its extreme, this may appear to be an extremely tight, unbending itinerary. Some of this may be due to the fact that the Japanese tourism industry itself is very sophisticated and highly organized, resulting in highly structured, pre-paid tour packages that intentionally leave little room for spending money outside the tour program.
- ** Ritualized activities. Formal greetings, special events and ceremonies are common elements of Japanese travel etiquette.
- ** High information/High education. Japan is a highly informed and educated society. Forty percent of the population enters college and illiteracy is unknown. It has more newspapers and magazines than any other country and a

highly sophisticated electronic media. This results in tourists who are extremely well-informed about the world in general and their destination in particular and thus have very specific goals and expectations. Japanese mass media feature international destinations more than any other nation; newspapers, magazines and TV all have regular travel sections. Careful explanations, instructions, safety warnings, and pre-departure orientation are important.

- ** Photography.** Photography is such an important part of their travel experience that the Japanese are considered by some to be "camera crazy." Group photographs reinforce group bonds and serve as proof of having "been there, done that." Allow frequent opportunities for photography.
- ** Shopping/Souvenirs.** Souvenir shopping is another very important element of the Japanese travel experience. It can involve a formal pattern of gift-giving starting with receiving farewell gifts (often money), which in turn obligates the traveler to respond with a return gift worth one-half its value. Expensive items purchased for personal use are not for showing off, but rather to fit in with friends and co-workers who also have these things.
- ** Love of Nature/Superficial Nature.** The Japanese love nature-- in it's proper place and under the right conditions. They seem to be more comfortable when nature is kept at arm's length, contacts are superficial and controlled, and modern conveniences are readily available (Schultheis 1993). Some of this may be because "the Japanese appreciation and respect for nature has tended to be very narrow and idealized, primarily focusing on single species and individual aspects of the environment, and typically lacking an ecological or ethical perspective" (Kellert 1991:299). This may explain the apparent paradox of a deep Japanese affection for nature concurrent with a pattern of environmentally abusive behavior, such as littering, and an interest in highly structured surroundings and manmade nature (bonsai, cultural landscapes, indoor beaches, and even indoor ski parks.)
- ** Male Bonding Behavior.** Some all-male groups of Japanese tourists may demonstrate a pattern of "party behavior" involving excessive use of alcohol combined with expressive sexuality in public settings that, while innocent fun to the participants, might become offensive by local and western standards.

Japanese Travel Demographics

Japanese market segmentation studies conducted by the Japan Travel Bureau reveal exactly who the Japanese tourists are and where they are traveling (JTB 1992). Thirteen major segments have been identified based on age, sex, employment, marital status, etc.

1. Children (15-17)
2. Single Women (17.4%)
 - a) Female students (over 18)
 - b) Young single working women (OL1, 18-29)
 - c) Older single working women (OL2, 30-44)
 - d) Single unemployed women (18-29)

3. Honeymooners (6.5%)
4. Working Housewives (18-44, 5.0%)
5. Housewives (18-44, 3.1%)
6. Single Men (18-44, 5.9%)
7. Married Men (16.6%)
8. Middle-aged (45-59, 18.8%)
9. Fullmoon (couples over 45 traveling together, 10.0%)
10. Elderly (over 60, 7.9%)

The first and second most popular destinations for Japanese are Korea and Hawaii. Guam is #11. The total number of Japanese traveling to Oceania (Guam, Australia, Saipan, and New Zealand but not counting Hawaii) surpasses Korea as the #1 destination (see also Table 1). Destinations with the greatest growth since 1987 include mainland USA, France, Australia, and Saipan.

Potential market segments for Micronesia are suggested by those currently visiting or not visiting the following destinations:

	<u>Much more likely to visit</u>	<u>Much less likely to visit</u>
GUAM	Single Men, OL1, and Working Housewives	Fullmoon, Middle-aged, Elderly
SAIPAN	Working Housewives, OL1, and Married Men	Fullmoon, Middle-aged, Elderly
HAWAII	Honeymooners	Middle-aged, Elderly
AUSTRALIA	Honeymooners	Middle-aged, Married Men

In addition, Students prefer North America, Guam and Saipan and Young Single Working Women and Married Women prefer Hawaii. The South Pacific is the least desired destination of all, but of those who do go, Female Students, Single Men, and especially Honeymooner categories are represented by higher than average numbers. High percentages of Married Couples visit Australia/New Zealand (41.4%), South Pacific (34.4%) and Hawaii (32.8%).

How long are they likely to stay? The growing trend toward shorter trips (1-4 days) favors Micronesia because it is closer. Sixty percent of trips last no longer than a week and 75% are 5-14 days long. For Guam/Saipan, 97% of visits are 8 days or less and 46% are 1-4 days. For Australia/New Zealand, 92% are 14 days or less and 54% 8-14 days. Trips to Micronesia might fall somewhere between these two.

When traveling to less expensive destinations such as Guam, Saipan, East Asia, and Southeast Asia, significantly more of the Japanese travel budget is spent shopping. The desire to purchase typical local products is very strong and has increased dramatically since 1987. Demand for folk-art items has dropped since 1987 but is still substantial.

Gender Differences. The differences between travel by Japanese men and women is quite dramatic. Single women start traveling after high school graduation and become a major market segment in their twenties. Their motivation is to travel and experience as much of the world as they can before domestic responsibilities tie them down. Sixty percent of Japanese marry between the ages of 23 and 30 and after age 30 the number of women travelers drop dramatically. Whereas women age 20-29 dominate travel to most overseas destinations, after age 30 men far outnumber women to the same destinations,

sometimes by a factor of 7:1. The trend over the last decade, however, is for consistent growth in the number of women who travel overseas from 31.1% in 1981 to 38.7% in 1990 (Tamamura 1992).

Psychographic Factors in Japanese Travel

The following are the six most important reasons why Japanese travel (JTB 1992):

- #1 - To enjoy nature and scenery (73%)
 - ** Increasing in importance.
 - ** Highest for Married Men and Women over 40 (76%).
 - ** Lowest for Single Men (60%).
- #2 - To see famous historical sites and architecture (64%)
 - ** Increasing in importance.
- #3 - To sample local delicacies or eat favorite foods (51%)
 - ** Increasing in importance.
- #4 - To shop (44%)
 - ** Increasing in importance.
 - ** Highest for single/married women, 18-39 (63-67%).
- #5 - To visit art galleries and museums (37%)
 - ** Increasing in importance.
- #6 - To experience different culture (31%)
 - ** Down slightly.
 - ** Higher for Single Men (43%)

Preferred Destinations

The top three types of destinations preferred by Japanese travelers are (JTB 1992):

- #1 - Nature (mountains, lakes, etc) (52%)
- #2 - Cities with an abundance of Western Culture and historical spots (40%)
- #3 - Sunshine, blue seas and white beaches
 - 38% overall
 - 49% of Married Women
 - 55% of Single Women (surpasses Nature as #1 for this category)
 - 56% of Married Women (surpasses Nature as #1 for this category)

Obstacles to Overseas Travel

The following factors influence Japanese decisions to travel and could be potential advantages for Micronesia (JTB 1992):

- #1 - Expense (decreasing)
- #2 - Time (decreasing)
- #3 - Language barrier (unchanged)
- #4 - Anxiety about security (increasing)
- #9 - Anxiety about health (increasing)

Concern for personal health and safety (#4 and #9 combined) would rate #2 overall and could easily become #1 if current trends continue. Concern for health would tend to discourage older Japanese from visiting Micronesia, which is distant from well-equipped hospitals. However, healthy young and middle-aged Japanese could be attracted to Micronesia if the region markets itself as a safe, sanitary destination.

Societal Trends Affecting Tourism

Research on Japanese consumer values, lifestyles and behavior conducted by Infoplan, a Tokyo-based market research organization, indicate that Japanese society is in the midst of change (Birt 1992). Some of the trends that could influence Japanese overseas travel include:

- ** Independence and personal development.** There is a shift from group identity and traditional homogeneity to greater variety in behavior and a quest for individuality, personal development and assertiveness. This could result in a greater demand for independent travel and personalized trips.
- ** Balanced Life.** There is a shift from an obsession with work to a balanced life. Having fun, leisure time, and quality of life are all becoming as important as work or study. The young, especially women, strongly agree with the statement "The idea of one's life revolving around work is completely archaic." If the Japanese put as much effort into play as they have at work, they could become world-class tourists.
- ** Artificial Nature.** With less real nature and time and space to enjoy it in Japan, young women especially agree that "Even if artificially created, nature is nature." It is possible that this trend could lead in two different directions: increased travel to theme parks or increased travel to authentic "wide open spaces" unavailable at home.
- ** Environmentalism.** Japan has decided its major contribution to the world will be environmental protection. As the government's top priority in the 1990s, this may result in technological developments related to "green" travel, as well as increased interest in low-impact ecotours.
- ** New experiences.** There is a new emphasis on personal experiences such as travel, culture, cooking, and entertaining. Consumers are looking for novel activities, new friends, and products with experiential value. New types of special interest travel can fill this need.

Trends in the Japanese Travel Market

According the Japan Travel Bureau, increases are expected in the following market segments (JTB 1992):

- ** Middle-aged and Fullmoon travelers (simple demographics: aging population)
- ** Independent (non-package) travelers (15% 1987 to 20% 1991).
- ** Variety of package tours to capture independent travelers.
- ** Married Couples and Family travel.
- ** Cruise ship travel (Tremendous implications for Micronesia!!)

To this list can be added (Kobayashi 1992):

- ** Young Office Ladies who will be able to take longer vacations with more disposable income.
- ** Small Groups consisting of family and friends.
- ** Longer stays in one destination instead of non-stop travel.
- ** Destination resorts, primarily beach locations.
- ** European and Oceania destinations.

In addition, the following types of Japanese niche markets could be increasingly important in the future (Jacobs 1992 and IRR 1992):

- ** Incentive/employee group tours including sales reward, contest awards, complimentary, and invitational.
- ** Technical/Educational tours (virtually every profession)
- ** Cultural Exchanges
- ** Home-stay/English study
- ** Wedding/Honeymoon
- ** Graduation
- ** Japanese living overseas (travel in their host country)

Japanese Ecotourism

Without doubt, one form these new types of travel will take will be ecotourism. It is broad enough to accommodate practically every Japanese market segment and niche identified above and every destination has its own unique natural and cultural characteristics that can serve as the focus for ecotourism activities. Although currently the level of interest in ecotours is low compared to western countries, the potential for Japanese ecotourism is likely grow.

There are several ways to examine the potential for ecotourism in the Japanese market: 1) current leisure activities, 2) general demographic and psychographic data, 3) the "greening" of the Japanese travel industry, 4) the growth of the environmental movement in Japan, and 5) actual Japanese ecotourism in Japan, Australia, the U.S.A., and Micronesia.

Current Leisure Activities. Compared with 6 other countries, Japanese participation in the types of leisure activities most directly related to ecotourism is very low. Australia, Germany, France, the U.K., and the U.S.A. all have higher rates of participation in the 26 outdoor recreation activities

studied by Gallup International in 1989 (Gallup 1992). The Japanese did not rate highest in any of the 26 activities and had the lowest rates in 12, including 4 of the 5 considered most closely associated with ecotourism. Interestingly, however, Japan did rank second highest in participation in mountain climbing.

SEVEN NATION LEISURE SURVEY - PARTICIPATION RATES		
ACTIVITY	RANKED LOWEST	RANKED HIGHEST
Cycling	Japan	Germany
Mtn Climbing	France	U.K.
Camping Out	Japan	Canada
Bird Watching	Japan	France
Hiking	Japan and U.K.	Germany

The "Greening" of the Japanese Travel Industry. There is a shift in the Japanese tourism market in response to growing environmental awareness in Japan. Although the concept of ecotourism is relatively new, some Japanese tour companies make voluntary contributions to conservation organizations and organize clean-up and tree planting projects at home and overseas (Lubeck 1993a). Ten thousand people participate in clean-up projects at 100 selected nature sites in Japan each year and response to these trips is so large that tour operators have to place limits on the number of volunteers they can accept (Lubeck 1992b). In addition, the Japan Association of Travel Agents has established a special Committee for Environmental Protection and a code for environmental friendly international travel. The Committee is also seeking to establish a foundation for environmental protection and conservation by raising funds from various sectors of the tourism industry and directly from consumers (Noda 1993).

As noted by Laurie Lubeck, the Japanese tourism industry is beginning to pay attention to the rapid growth and profit potential of western style ecotourism. "The relative strength of the yen...the constant media coverage of environment and wildlife, the travel industry's rush to attain a "green" image, and the success of nature travel elsewhere has paved the way for Japanese tourism to diversify to remote new destinations all over the world" (Lubeck 1992a).

Kaoru Sakurado, Director and Secretary-General of the Japan Association of Travel Agents, suggests that the Japanese travel industry would have to make the following changes in strategy in order to market ecotours (Lubeck 1993a):

- ** Ecotourism products must be studied and improved, not merely based on traditional mass-tourism principles.
- ** The entire travel industry must develop an increasing variety of ecotour destinations to match the demand.
- ** Clients must alter their preconception of "civilized lifestyle" and the amenities they are used to.

This last point about re-defining Japanese travel expectations is reinforced by Lubeck. "If enough information (in Japanese) is supplied in advance of the trip, the tourist's fantasy expectations can be gently but realistically adjusted. This will alleviate perceived shortcomings, lessen complaints, and encourage repeat business... To many potential travelers, it would be exciting to have to rough it a bit, or really 'go local' for a week or so-- as long as they know something about it in advance" (Lubeck 1992d).

Sandra Gamo, USTTA Regional Director in Tokyo, in an interview with Laurie Lubeck (as a part of this study), made the following observations about the potential for ecotourism in the mainstream Japanese market.

- ** Every tour company's planning and research department is looking into ecotour opportunities around the world. However, the infrastructure has to be there before Japanese companies will consider these areas seriously: transportation, lodging, activities, campgrounds, good water, etc.
- ** Japanese tourists prefer places like the Pacific Island Club - manicured, controlled and with cultural activities. Japanese expect a tropical island destination to allow them to relax, eat good food, do water sports, shop and play golf.
- ** In order for them to accept Micronesia in another way will require a lot of time, money and work. There needs to be strong PR efforts with the media. The travel industry will have to be re-educated on this nature tourism approach. Changing attitudes will be more difficult than creating a destination.
- ** Some self-guided nature hikes are possible. For larger numbers, volunteer activities through a regular tour are possible, where they might walk in and adopt a plant or some other sort of gimmick.
- ** Most nature tourism will be on a really small scale. Even for sea kayaking, it will be hundreds and not the tens of thousands who go to Guam and Saipan. There were some ecotourism type summer camps, but they did not last. One accident and the whole thing falls apart.
- ** High schools are big business-- hundreds of students traveling together. The site selection depends on the teachers who want a guarantee of a good time and safety.
- ** Most Japanese hesitate when it comes to adventure. The adventurous travelers have no money. They save all year to go on their trip and they spend all their money on their sport. This does not bring much money to their travel destination.

Tapping the Environmental Movement in Japan. Japan has more than 5,000 separate conservation groups with rapidly growing memberships of up to 40,000. Some organize or support activities outside Japan which are or could be forms of ecotourism, including the Nature Conservation Society of Japan, and OISCA International. Information on these groups is available through the Japan EcoTimes, a monthly, English language newspaper, and the Directory of Non-Governmental Organizations in Japan, published annually by the Japanese NGO

Center for International Cooperation. At least five other nonprofit groups offer a range and day and overnight ecotours in Japan. These include the **World Wide Fund for Nature Japan**, **Japan Environmental Exchange**, **Wild Bird Society Japan**, **Nature Conservation Society Japan**, and **Nagoya Ecotours** (Lubeck 1993d).

Ecotourism in Japan. A cursory examination of tour brochures suggests that the typical nature vacation in Japan emphasizes a good hotel, food, convenient transportation, superficial or first-time experience with nature, recreational/sports entertainment, and photo opportunities. However, in addition to the popular trash clean-up trips mentioned earlier, there are several indicators of the growing interest in ecotours in Japan.

**** Friends of the Earth Japan.** FoEJ is a non-profit conservation organization that offers ecotrips to "environmental hotspots" around Japan. They travel in small groups, no larger than 15, use the most environmentally friendly mode of transportation possible, and stay in small, locally-owned hotels (Lubeck 1993b).

**** The International Adventure Club.** The IAC was formed in 1982 for the purpose of "promoting friendship through the shared excitement of exploration and adventure. Its approximately 300 members (40% Japanese and 60% foreign) organize day hikes, weekend trips, and a variety of other outdoor activities, including skiing, windsurfing, cycling, waterskiing, sawanobori (upstream climbing), orienteering, alpine climbing, and technical rock climbing.

**** Japan National Trust for Cultural and Natural Heritage Conservation.** The Trust is a non-profit organization established in 1968 to involve the public with research and conservation activities ranging from operation of a historic railway, traditional architecture, cultural landscapes, and nature parks and gardens. Members and the general public visit and participate in activities at 25 facilities, over 100 historical buildings, and 7 special areas operated by the Trust throughout Japan.

**** Adventure Clubs and Sports Associations.** Day hikes, mountain biking, weekend camping trips and other adventure activities are provided through universities and such organizations as the Kansai Ramblers. Sports federations abound throughout Japan, focusing on such activities as horseback riding, alpine hiking, mountaineering, hang gliding, soaring, canoeing, and cycling (Lubeck 1993c, 1993d). An example of one of these is a new mountain biking association with 3,000 members that was formed in 1991 (IRR 1992). A 1993 index prepared by the United States Travel and Tourism Administration lists 22 Japanese travel agencies that specialize in sports travel and 18 that specialize in student travel.

Japanese Ecotours Overseas. In addition to domestic ecotours, there is a growing number of Japanese organizations that specialize in ecotours overseas.

**** The Asia Association.** This volunteer organization sponsors conservation trips to overseas destinations.

**** The Japan Tree Planting Association.** This volunteer organization sponsors tree-planting trips overseas.

- ** The Nippon Travel Agency. NTA offers 63 nature and cultural tours and donates 1,000 yen of each fee to UNESCO fund for heritage monuments preservation.
- ** Japan Travel Bureau. JTB's Discover World has 40 adventure and nature tours to such destinations to Greenland, Siberia and Kenya. These are very popular among school teachers. One example is a trip to the U.S.A. to participate in a dinosaur dig with a professional paleontologist.
- ** OISCA International. OISCA sponsors tree-planting and cultural exchange programs in Asia and the Western Pacific (see Appendix B).

Japanese Ecotourism in Australia. As described earlier, the most popular and fastest growing destinations for Japanese tourists in Australia are the rainforests and barrier reefs in the Cairns area of North Queensland. Not only is there a wide variety of recreational opportunities, they are mostly within easy driving distance from Cairns. This allows Japanese tourists to do a lot with a minimum investment of time and money, since a typical one-week Japanese vacation in Australia involves just 2 days in Cairns. Most Japanese tourists purchase their tour packages in Japan, or they are directed to Japanese-owned tour operators when they arrive in Cairns. There is very little walk-in trade.

A quick survey of Japanese language brochures shows the following range of forest-based activities in the Cairns area:

- ** Jungle boat ride
- ** Crocodile farm
- ** Historic train ride
- ** Bungee jumping
- ** Bus tour
- ** Whitewater rafting
- ** Canoeing
- ** Horseback riding
- ** Shooting
- ** WWII Army Duck (amphibious vehicle) tour
- ** Aboriginal village and dancing
- ** Butterfly sanctuary
- ** Flea market shopping
- ** Hot air balloon ride
- ** Flightseeing in airplane or helicopter
- ** Mountain biking
- ** Driving for pleasure in car or motorcycle
- ** Four-wheel drive safari
- ** Rainforest habitat (botanical garden, zoo, aviary, butterflies)
- ** Orchid farm
- ** Freshwater fishing
- ** Half-hour rainforest walk.

Most of these activities were available within 2 hours of Cairns. Japanese visitation at attractions farther than that drops significantly, unless it is part of a full-day package tour.

One very popular attraction with Japanese groups is a half-hour guided walk through the rainforest at Kuranda, a small tourist town near Cairns. The tour

travels along a 300-yard long path surfaced with wood chips, with steps and hand rails, and finishes up at a tea station on a well-manicured lawn, with tables and kitchen shaded by a large pavilion (Figures 2 and 3). It is combined with a 30-minute river boat tour (Figure 1). According to the tour guide, the medicinal aspects of rainforests are of special interest to Japanese visitors.

Another example of Japanese-style ecotourism in Australia involves Koalas. The Australian Koala Foundation, Qantas Airways, a Sydney-based tour operator and the Japan Travel Bureau have organized "Save the Koala" tours where Japanese tourists can plant gum trees to provide food and shelter for the animals. Participants learn about Koalas, plant a tree, have their picture taken holding a Koala, have their names etched on to a small metal plate, and are presented with an official certificate. The ceremonial and symbolic aspects are significant parts of the event and tree-planting appeals to Japanese because it evokes strong feelings of growth, fertility and the yearly cycle of nature (Shears 1993).

Areas not receiving Japanese tourists are also revealing. No Japanese were observed at the excellent mangrove boardwalks near the Cairns airport. Of the approximately 300 people who have taken the 4-hour wilderness walk offered by the Daintree Eco Centre in its first year of operation, most were Australian, many were European, and only 5 were Japanese. Even the casual 2-hour river cruise on the Daintree Lady does not attract Japanese tourists because it is "too real," according to the owner/operator.

Japanese Ecotourism in the U.S.A. There is not much information available on Japanese ecotourism in the United States, probably because of the small numbers of Japanese tourists who visit rural America. Of the 3,320,000 Japanese tourists who visited the U.S.A. in 1991, most said they were interested in water sports (41%), followed by National Parks (15%), historical sites (14%), touring the countryside (12%), and visiting museums (12%). Only 3% or fewer were interested in snow skiing, camping/hiking, or hunting/fishing (USTTA 1992).

Japanese ecotourism in Micronesia. Although it represents only a small portion of the Japanese market, there is nonetheless a considerable range of ecotour activities in Micronesia currently being utilized by Japanese tourists. The following list is based on examinations of Japanese language brochures, interviews, and personal observations (This is not an exhaustive listing.)

- ** Jungle tours by truck (Saipan, Guam, Palau)
- ** Boy Scout camping (Rota)
- ** Farm fruit tasting (Rota)
- ** Zoo (Rota)
- ** Bird watching/bird sanctuary (Saipan, Rota)
- ** River jungle cruise (Guam)
- ** Cultural center (Guam, Pohnpei)
- ** Boat trip to Nan Madol archeological site and waterfall swim (Pohnpei)
- ** Short walk to Kalabera Cave (Saipan)
- ** Helicopter scenic tours (Saipan, Guam)
- ** Scenic tours (Saipan, Guam, Pohnpei, Kosrae)
- ** WWII tours (Guam, Kosrae, Palau)
- ** Mangrove canoe tours (Pohnpei, Kosrae)
- ** Mangrove boardwalk (Pohnpei)

In most cases, the popularity and satisfaction level of these tours is difficult to measure. The one exception is an exit survey of Japanese visitors conducted by the Guam Visitors Bureau (GVB 1992). Their 1992 survey shows that of 16 tours, general sightseeing ranked second with 52% participation, jungle tours ranked 14th with only 7% participation, and the southern tour of traditional villages ranked 15th with only 5% participation. The only activity that ranked lower was fishing, with 3% participation. As for level of satisfaction, however, the jungle tour and southern tour seem to score higher than some of the more popular activities, such as shopping (#1), sightseeing (#2), dinner show (#4), golf (#9), and night tour (#13). However, some satisfaction ratings may not be statistically accurate because of the small sample size.

This also matches my experience on Guam. During several trips to a remote beach and jungle near Tanguisson Point in 1990, bus-loads of Japanese choked the scenic overlook, whereas some U.S. military families and Korean laborers were noted at the developed beach below the overlook. Guamanian families used the undeveloped sections of the beach for weekend picnics and aside from a few local fishermen, only small groups of American military personnel bothered to hike and wade the mile or so to swim at the remote beach and freshwater pond (Figures 67 and 69). The only Japanese tourists to see this beautiful beach and rainforest were in sightseeing helicopters.

Conclusion: The Japanese as Ecotourists

Currently, there is a small but growing segment of the Japanese traveling public that appears to be interested in ecotourism. Most of these are associated with conservation or sports groups, but some are sponsored by tour operators that specialize in environmental trips. Growing environmental awareness in Japan by the government, NGOs and the tourism industry should result in increased interest in ecotourism at home and abroad.

In general, the younger generation, especially single women, would be the best target market for ecotours. Single women with jobs and living with their parents, have large disposable incomes and are highly motivated to see as much of the world as they can before domestic responsibilities tie them down.

Although it is important to develop ecotourism opportunities that match the cultural preferences of Japanese tourists, it should be possible to re-define their travel expectations if adequate information is supplied in advance of the trip.

If the Japanese put as much energy into leisure-related travel as they have in work, they will quickly become very sophisticated, world-class tourists and trend-setters, not only for other Asian countries but the world. Increases in the value of the yen coupled with a growing interest in the environment could result in a major transformation of Japanese tourism. The Japanese tourism industry, once it realizes the growth potential of ecotourism, could become a world leader in "green" tourism in the 1990s.

Japanese ecotourism could affect mass tourism and ecotourism world-wide. Although a small country, consider Japan's assets as a prime-mover in tourism: strong yen, high disposable income, high technology, a well-organized tourism

industry, high level of education, growing environmental awareness, increasing leisure time, limited domestic tourism products, and the tremendous growth potential in the numbers of younger Japanese eager to see the world.

Perhaps the most important factor is their ability to integrate foreign ideas into their culture and apply them in new, significant ways. As world-class "paradigm shifters," the Japanese could take the concept of ecotourism, which is relatively unexploited, and do to mass tourism what they did to the electronics industry, revolutionizing the world travel industry with new approaches to marketing, new types of "eco" destinations, and innovations in low-impact tourism technology.

Because of Japan's proximity and historical and economic ties, the Western Pacific is likely to play an important role as a testing ground for new Japanese ecotour products.

A cautionary note is warranted, however. The Japanese market can be fickle and difficult to predict. It is highly structured and very competitive and is sensitive to changes in the cost of aviation fuel, perceived safety, and popular tastes.

ISLAND AND PILOT PROJECT SUMMARIES

SAIPAN, CNMI

Saipan, part of the Commonwealth of the Northern Mariana Islands, is in a unique position. It has a highly developed resort tourism infrastructure that is about half as large as Guam's but more evenly distributed on a smaller island, yet it still retains a good measure of its natural and cultural character (Figures 13, 14, 15). The result is less crowding, a slower pace, less trash, and excellent road access. It received 472,063 tourists in 1992, mostly from Japan. However, Saipan, and the CNMI as a whole, is seeing increasing numbers from Korea and Taiwan. Visitors from the U.S.A., Australia, and Hong Kong decreased between 1992 and 1993. It has a good balance of Western-style infrastructure and the casual ambiance of Chamorro culture in a tropical setting. Its sense-of-place is further enhanced by a lack of U.S. military presence, distinctive Flame Trees, an enclave of Carolinian Islanders, and an unusually high number of artists and art activities. With all its modern highrise hotels and fast-paced tourism activity, you can still eat a quiet sunset dinner just a few feet from the water's edge, while children play in the sand and a woman slowly washes her hair in the ocean.

Overall the island has a distinct flavor, yet it is tame and predictable enough for Japanese tastes which prefer highly structured and superficial contacts with nature and culture. Japanese war sites and memorials are numerous and are very popular attractions for Japanese visitors. The tragic stories of Japanese families committing suicide off Saipan's rugged cliffs are in stark contrast to today's happy throngs of Japanese visitors who are drawn to these sites. Despite Saipan's popularity, however, most visitors exhaust the current opportunities in 2-3 days.

Much of Saipan has been modified by WWII and post-war development and there is not much in the way of "wild" rainforest. However, special opportunities for expanding forest-based tourism activities include jungle tours and art/culture exchange and highschool student exchange programs with Japan. Presently, forest-based tourism activities are limited primarily to full and half-day (sightseeing) "jungle tours" in converted pickup trucks (Figure 16) and sightseeing in rental cars. Because of the large numbers of international visitors, primarily Japanese, the potential for increases in these types of activities is very high. This would help diversify Saipan's tourism product, giving the island a small but perhaps significant competitive edge over Guam and similar mass-tourism destinations.

Saipan Pilot Projects (See Appendix A for details)

- ** Inventory of Sites and Opportunities (1.1).** Identify and photograph the principal forest-based natural and cultural sites and recreation opportunities on the island.
- ** Laderan Tangke Nature Trail (1.2).** Enhance the existing 1.8 mile, self-guided trail. Add interpretive signs and a scenic overlook and promote its use by commercial tour operators.

**** Kalabera Cave and Trail (1.3).** Add signs to interpret the area's natural and historical significance.

**** Tour Guide Training (1.4).** Develop training for commercial nature tours.

ROTA (LUTA), CNMI

Rota is a largely untouched island just awakening to tourism. Approximately 16,000 people visited in 1992. During WWII, Rota (originally Luta) escaped the destruction that befell Saipan and Guam, its neighbors to the north and south, by not presenting itself as a military target-- for good reason: It was the headquarters of the Japanese military command in the Marianas. By not attracting attention to itself since then, it has also kept its beautiful beaches and forests a secret from large scale tourism development-- until recently. The first golf course and major resort complex is currently under construction and more are planned (Figure 25).

Rota is clean, quiet and very friendly (local drivers wave at passing cars) and the well maintained road system allows for easy access throughout the island. Like Saipan, it is fairly westernized and tourist-oriented, but on a much smaller scale, and the people retain a very strong connection to the environment and to their Chamorro roots.

Rota's forests are largely intact, containing rare plants and animals missing elsewhere in the Marianas (Figures 26 and 27). While very user-friendly, they seem more wild and diverse than Guam or Saipan. There is a bird refuge at Futasupanie Point with an elaborate, new concrete hiking trail on the cliff above (Figures 21 and 22). The Department of Natural Resources has also proposed a 1740 hectare "Sabana Talakhaya" Rainforest Conservation Area in the center of the island's broad upland (approximately 20% of island.)

Fruit-tasting at an agroforest farm, prehistoric remains at the Taga Stone Quarry and latte stone foundations at Mochun Beach, and various Japanese sites from the colonial period and WWII are some of the major forest-oriented attractions (Figures 24, 29, 31, 32).

While most forest and island-wide tours are presently offered through the Paupau Hotel, other operators will soon begin jungle tours similar to those offered on Saipan using small, canvas-topped pickup trucks. Rota's special flavor can also be sampled through less structured activities, such as hiking with a friend up Oggok Stream through a beautiful rainforest to catch freshwater shrimp and swim beneath waterfalls, learning to make a children's grasshopper toy or weave a hat from palm fronds, or dining on barbequed pig and hearing stories of ancient Chamorro spirits and 6-foot long monitor lizards ("with razor-sharp claws") that haunt the abandoned village of Mochun.

With its intact forests and proposed marine and terrestrial conservation areas, and close proximity to large numbers of tourists on Saipan and Guam, Rota is in a good position to take advantage of forest-based special interest tourism. The proposed projects reflect the strong interest in ecotourism as a way to develop a sustainable tourism industry while protecting the island's natural and cultural heritage.

Rota Pilot Projects (See Appendix A for details)

- ** Ecotourism Inventory and Assessment (2.1).** Conduct an island assessment with a team of local and outside experts.
- ** Ecotourism Workshop (2.2).** Conduct a workshop to introduce concepts of sustainable, low-impact tourism and assist local businesses and agencies.
- ** Ecotourism Certification (2.3).** Help develop standards and a community-controlled system to encourage responsible tourism on Rota.
- ** Mochun Nature Reserve Case Study (2.4).** Document this example of successful, grassroots ecotourism and help transfer these ideas to other islands.
- ** Rota Map/Guide (2.5).** Update the island's tourism map by adding new attractions and information on forest-based recreation.

GUAM

With 876,742 visitor arrivals in 1992, Guam is the most obvious example of mass tourism in Micronesia. A local joke is that the official bird of the island is the crane -- the tall metal ones seen standing over each hotel construction site. By 1995, the island is expected to have 25 golf courses, one for every 9 square miles, and may challenge Hawaii as Japan's favorite golf destination.

Most of Guam's visitors are from Japan (77%), followed by the U.S.A. (7%) and Korea (4%). However, Guam's visitor base continues to diversify, with dynamic growth in annual increases from Korea (106%), Taiwan (45%), Hong Kong (185%), and the Philippines (49%) (Guam Visitor Bureau).

According to the Guam Visitor Bureau, Guam's primary market is young, novice travelers who, although they spend less, have a higher satisfaction rating than older visitors. Guam currently lacks the attractions desired by older Japanese travelers, who prefer historical and cultural attractions more than beach and watersports. Therefore, development of diversified attractions is an important goal for the island's tourism industry (GVB 1992).

While it is true that Guam is highly developed and caters almost exclusively to those who want sun, sand, and sea, there are significant opportunities for forest-based tourism on the island. The sheer numbers of tourists and the financial resources available make Guam a worthwhile test of the potential of ecotourism. Even if only one percent of the visitors participated in a forest-based activity, this would result in significant financial, educational, and conservation benefits to the island. Guam may never become an ecotourism destination, but it can diversify its tourism product and serve as an important example to other islands by exploring ways to promote the "greening" of mass-tourism through conservation, recycling and education.

There are still many wild and beautiful places left on Guam. With a little effort you can hike long stretches of wilderness beaches and down a dark

rainforest trail just a few miles from the high-rise concrete playgrounds of Tumon Bay, to take a refreshing swim in a freshwater pool ringed by tall trees; discover a latte site and ancient stone fish trap in a mangrove marsh; paddle a kayak on a jungle river; wade down a stream through bamboo thickets and find a monitor lizard sunning itself on a sandbar; and perhaps even meet a Surahana (female traditional healer) gathering bark and berries for traditional herbal remedies.

Interest in ecotourism on Guam is growing. Discover Guam, a locally owned and operated company offering specialty tours, has a variety of tours that focus on the island's natural and cultural attractions. These include typical sightseeing trips as well as specialized rainforest tours that focus on WWII sites, jungle adventure, Chamorro cultural activities, and Guam's first "ecological tour" to an untouched area closed by the military since the end of WWII. Also, the Department of Commerce is drafting a Visitor Industry Master Plan that includes a chapter on ecotourism and the Division of Forestry and Soil Resources sponsors tree-planting programs for Japanese children that reflect its strong commitment to reforestation and environmental education (Figures 65 and 66).

Guam Pilot Projects (See Appendix A for details)

- ** Ecotourism Workshop (3.1). Conduct a workshop to introduce concepts of sustainable, low-impact tourism and assist local businesses and agencies.
- ** Tree-Planting (3.2). Document Guam's Urban Community Forestry tree-planting program for Japanese children and use it as a model for other islands.
- ** Indigenous Agroforestry (3.3). Restore and interpret traditional uses of forest resources.
- ** Japanese Ecotour Case Studies (3.4). Evaluate current forest-based tours to determine the cultural preferences and constraints of Japanese tourists.
- ** Tanguisson Point (3.5). Explore concepts to utilize the natural and cultural resources of an area north of Tumon Bay for education, scientific research, and tourism (Figures 69-71).
- ** Apra Harbor Jungle Trail and Boardwalk (3.6). Construct a trail and boardwalk through the mangroves and rainforest to a prehistoric village and unique fish trap (Figure 68).

PALAU (BELAU)

Palau's potential as a world class ecotourism destination for marine, forest and culture-based activities, as well as the challenges it faces, has been well documented in recent studies by the Pacific Asia Tourism Association (Oelrichs 1993) and the U.S. Forest Service (Bell 1994). The Palau National Master Development Plan, due to be completed in 1994, will include a national tourism plan and is expected to emphasize a three-legged economy based on tourism, fisheries and agriculture. While some very influential Palauans want to follow

Guam's mass-tourism model, others seek to promote a low volume/high quality "boutique tourism" approach designed to avoid the large numbers of people who would overwhelm the resources, tax the infrastructure, and be unsustainable (Mary Ann Delemel, personal communication).

Of the more than 33,000 international visitors Palau receives annually, approximately three-quarters are tourists, mostly divers (60-80%). About half are Japanese, a quarter are from the United States, and about 10% are from the Philippines. The Japanese share is increasing while the United States' is decreasing. Future Asian markets include Taiwan, South Korea, Malaysia, Thailand, and eventually the middle class of China and Indonesia. Palau's environment will easily fit Asian traveler's concept of "paradise": more natural, less crowded and polluted, and less stressful than their own (Oelrichs 1993).

The Pacific Asia Tourism Association study concludes that dive tourism is an unsuitable market to build a long term tourism industry because of Palau's remoteness and the vulnerability of a single market segment to political or economic changes. To broaden its tourism industry, the report recommends that Palau feature its rural, village and forest landscapes, minimal western influences, national parks/reserves, traditional culture, history and war relics, wildlife and flora, traditional crafts, and architecture (ibid.).

Specific forest-based tourism opportunities have been identified in a recent U.S. Forest Service study. These include: river running, mountain biking, hiking, visiting cultural, prehistoric and historic sites, wildlife viewing, and staying at traditional resorts (small-scale operations featuring buildings based on local materials and designs) (Bell 1994). Some of these are included in the pilot projects listed below and described in greater detail in Appendix A. While most people would not think of it as a "forest" activity, sea kayaking through the Rock Islands should also be considered. Since these islands are covered with lush forests and quite close to each other, this is as much a rainforest experience as it is a marine one, just as kayak camping on rivers and freshwater lakes is a type of forest recreation in the U.S.A..

Other examples of forest-based recreational experiences which can be enjoyed in just three days include: a close encounter with creatures from another world -- swimming with millions of jellyfish in Jellyfish Lake (Figure 37 and 38); a boat trip through the Ngeremlengui Estuary looking for saltwater crocodiles (Figure 33) and a jungle river cruise up a cool, dark rainforest on Babeldaob Island; snorkeling through giant stalactites in a limestone cavern in the middle of the rainforest on Peleliu Island; visiting the wreckage of WWII planes, boats, tanks, artillery and Japanese caves on Peleliu (Figures 40, 42, 44), in a forest completely regrown in the last 50 years (Figure 34). The abundance of WWII wreckage both on Peleliu and Babeldaob Islands makes WWII seem very real and very recent, and serve as an important reminder of the horrors, sacrifice and impact of large scale military conflict on people and nature.

For people with more time, many of these areas can be explored in depth through an 11-day fieldschool offered by Portland State University, in partnership with the Belau National Museum. This innovative outdoor educational adventure provides opportunities to learn about Palau's terrestrial and marine environments, culture, and history in small groups and through personal

interactions with local experts. Activities include visits to forest sites on Ngemelis and Peleliu Islands and Jellyfish Lake in the Rock Islands. This program could serve as a model for other islands and as a way to test new ideas for forest-based tourism on Palau (see below).

My impression is that Palau's fuse is lit and that a major explosion of tourism is possible that could rival the development in Queensland, Australia. The similarities between the two areas are remarkable. Both Koror, the capital of Palau, and Cairns, Australia are the gateways to their respective world-class rainforest and marine resources. Cairns has its Wet Tropics rainforest and Barrier Reef World Heritage Areas. Koror has its hundreds of highly scenic Rock Islands (Figure 35), extensive lagoon and reefs, and the mysterious and largely untouched Babeldaob Island (Figure 36). Both have exotic flora and fauna, including salt and freshwater crocodiles. But to a tourist's eye, Palau appears to have much more variety, visual appeal, and definitely more indigenous culture, in a more compact area.

Hotel room and airport limitations may keep the lid on for a few years, but a glance at a map tells you that this will not last for long. Palau is less than half the distance from Japan to Cairns and within a 5-hour flying time of all potential Asian markets. In addition, most Japanese are familiar with Palau and there is a strong cultural connection through famous WWII battles and their colonial period of occupation. Consequently, the pilot projects listed below reflect the need to get forest-based nature and cultural tourism moving and to build connections with the dive industry in general and the Japanese market in particular.

Palau Pilot Projects (See Appendix A for details)

- ** Rainforest and Mangrove River Tours (4.1 and 4.2).** Organize a tour of the Ngeremlengui area on Babeldaob Island for American university students through the Portland State University study program and for Japanese through OISCA, a conservation non-government organization (see Appendix D).
- ** Forest Folk Experts Inventory (4.3).** Identify individuals capable of demonstrating traditional forest crafts and conducting forest tours.
- ** Ecotourism Brochure (4.4).** Identify key sites and develop a forest adventure theme for Palau.
- ** Japanese Botanical Garden (4.5).** Locate historical records and restore the Japanese botanical garden as a tourist attraction.
- ** Portland State University Educational Tours (4.6).** Cooperate with PSU and its local partners in developing forest-based educational tours in Palau and elsewhere.
- ** Ecotourism Workshop (4.7).** Conduct a workshop to introduce concepts of sustainable, low-impact tourism and assist local businesses and agencies.
- ** Ngemelis Island Tour (4.8).** Develop a tour and train guides to interpret the natural and culture history of Ngemelis Island (Appendix E).

- ** Jellyfish Lake Interpretation (4.9).** Develop materials to interpret and protect the area's terrestrial and marine resources.

POHNPEI

Like Palau, Pohnpei has also been the focus of numerous tourism studies, the most significant being an assessment by the Pacific Asia Tourism Association (PATA 1990) and a report on the Enipein Marine Park (Valentine 1992). In addition, the University of Hawaii, School of Travel Industry Management is currently preparing a Tourism Master Plan for Pohnpei (George Ikeda, personal communication).

As one of the wettest places on Earth, Pohnpei has an abundance of waterfalls, rivers, and streams, many with excellent opportunities for hiking and freshwater swimming (Figures 45 and 55). A large portion of its forests are intact, including extensive, insect-free mangroves. With few sandy beaches, these "user-friendly" mangroves provide important recreational and interpretive opportunities, such as the Pwudo Sanctuary boardwalk (Figure 53) and freshwater eel pond (Figure 46), and the canoe trips and cultural activities at Enipein Marine Park. In addition, war sites and relics are common and in some cases quite spectacular. However, the most significant cultural site by far is the megalithic architecture and man-made islets of Nan Madol made of log-like basalt stones, the premier architectural site of the Pacific (Figure 56). The PATA report identified Nan Madol as Pohnpei's unique attraction and "key to the island's future."

There are several commercial operations which illustrate the potential for forest-based tourism. The Village hotel consists of individual cottages made out of local materials and constructed in the rainforest using traditional Pohnpeian techniques (Figure 47). Most of the grounds have been left in their natural state; the walks and driveway are paved not with asphalt but with crushed coral; and rooms have no air conditioning except for screened windows and ceiling fans. The resort's respect for the environment and culture won it the Overseas Private Investment Corporation's first ecotourism award in 1991. The Village has also hosted educational programs for Elderhostel and the Smithsonian Institution tour groups.

Another successful business is Iet Ehu Tours, which runs numerous ocean and land-based tours on Pohnpei, including day hikes and driving tours to 13 destinations. Specific attractions are mountain peaks, waterfalls, WWII remains, lakes, prehistoric ruins, wildlife, flowers, mangroves, historic colonial sites, villages, traditional crafts, dances, and sakau ceremonies.

Enipein Marine Park, on the south side of the island, offers a full day program that includes guided tours of the mangroves in traditional outrigger canoes, snorkeling on the reef, a lunch of local foods, and a traditional sakau ceremony for \$35.

Unpublished visitor statistics from the tourism office show that of the 12,212 arrivals in FY92 (including business), 40% were from Japan, 34% from the United States, and 9% from Europe. Initial data indicate a decline in international visitation of approximately 28% between 1992 and 1993. According to the PATA

study, Japan is the fastest growing market segment and the most important sources of future visitors are South Korea, Taiwan and Hong Kong. The average stay is 3-4 days (PATA 1990). Because of its remoteness and modest infrastructure, Pohnpei is not a mass tourism destination, and its forest recreation opportunities are not one its primary attractions. However, it can hold these visitors longer (especially SCUBA divers) and attract nature travelers passing through the FSM if it develops its forest-based attractions.

Although not as popular as Palau and exact figures are not available, Pohnpei does attract SCUBA divers. Because of the high rainfall and significant runoff, the importance of the island's forests and mangroves to the reef ecosystem should be emphasized in interpretive materials and programs targeted to dive tourists.

My strongest impressions and memories of Pohnpei are of lush vegetation and streams everywhere; waking up at the Village Hotel and immediately reaching for a camera to capture the breath-taking panorama of the rainforest and lagoon; cool, tall, bug-free mangroves; rainforest hikes to swim beneath hundred foot-plus waterfalls; intact rainforests and traditional culture; the incredible temple fortress of Nan Madol; and the serene Polynesian village of wood carvers at Porakeit (Figure 48).

Recommendations for forest-based tourism development made by both the PATA and Enipein reports include the following types of assistance: walking trails and guidebooks, mangrove boardwalks, Nan Madol research/management plan, training, education, tourism planning, scientific inventory and interpretive information, agroforestry, photographic displays, and brochures. Many of these are reflected in the pilot project proposals listed below.

Because land ownership on Pohnpei is complicated, it is important to have these pilot projects carefully reviewed. The Watershed Advisory Committee, composed of citizen representatives from all districts, can play a key role in reviewing project proposals and building grassroots support for tourism.

Pohnpei Pilot Projects (See Appendix A for details)

- ** Pohnlangas Forestry Station (5.1).** Develop the station for environmental education and tourism (Figures 49 and 50).
- ** Ecotourism Workshop (5.2).** Conduct a workshop to introduce concepts of sustainable, low-impact tourism and assist local businesses and agencies.
- ** Tour Guide Training (5.3).** Develop training for commercial nature tours.
- ** Salapuk Village Ecotourism (5.4).** Provide technical support to the Nature Conservancy in assisting the village's ecotourism program.
- ** Pwudoi Brochure (5.5).** Develop an interpretive guide for the Pwudoi Wildlife Sanctuary and boardwalk.
- ** TNC Watershed Project (5.6).** Provide rural development/ecotourism assistance for The Nature Conservancy watershed plan.

- ** Pahnsile Waterfall Trail (5.7). Develop a nature trail to attract tourists to Pahnsile Waterfall.
- ** Hiking Guides (5.8). Develop self-guided brochures for hiking trails.
- ** Nan Madol Interpretation (5.9). Enhance visitor information services at Nan Madol.
- ** Lenger Island Inventory (5.10). Inventory the WWII resources of Lenger Island and make recommendations for interpretation and heritage tourism.
- ** Lidorkini Museum (5.11). Plan a rainforest/agroforest display and make recommendations for other natural history programs.
- ** Mangrove Interpretation (5.12). Interpret Pohnpei's mangrove ecosystem and conservation areas.
- ** Pohnpei Attractions Development and Maintenance Plan (5.13). Help implement the plan to improve existing tourist attractions.
- ** Enipein Marine Park (5.14). Help expand and improve the Park's programs and products.

KOSRAE

Kosrae's reputation as "an unspoiled jewel" and "the peaceful island" is well deserved. With its lush, steeply forested peaks and peaceful, sunny beaches, and some of the Pacific's most dramatic examples of rainforest and mangroves tree species, it certainly lives up to its image as a tropical paradise. It has dwarf cloud forests at higher elevations, cultivated agroforests/gardens, freshwater *Terminalia* swamp forests with impressively tall and elegant *Terminalia carolinensis* trees (Figure 60), and insect-free "user-friendly" mangroves containing some of the largest and oldest trees in Micronesia (Figure 58).

Its rainforests and mangroves also contain world-class cultural heritage sites. Leluh ruins has ancient temples and burial vaults which is second only to Nan Madol on Pohnpei in size but much more accessible (Figure 59). Prior to roads and automobiles 20 years ago, the primary transportation system on Kosrae was a remarkable system of mangrove channels, many of which are still in use today (Figure 64). These ancient man-made channels, which connected most of the island's communities, are part of Kosrae's cultural landscape. With a rental canoe, today they provide a unique opportunity to experience the beauty and solitude of Kosrae's mangrove ecosystem in a personal, intimate way.

According to Division of Tourism visitor arrival statistics, an average of 2,866 people visited Kosrae each year between 1986 and 1992. The largest number of arrivals in a single year was 3,330 in 1987, when the new airport was completed. Although not large in absolute numbers, this is a relatively large number when compared to the island's small land mass (43 square miles) and population (7,300 people). Currently, nature-based tourism services are offered by three commercial operators. Activities include mountain climbing,

canoe rides, mangrove channel tours, day trips and overnight visits to the traditional village of Walung, hiking to waterfalls and historic ruins, handicrafts, and traditional dancing and singing.

Lodging facilities are modest and few. The island's newest guest facility, the Pacific Tree Lodge, has some interesting features. It is a series of modern bungalows built within a large mangrove forest back from the beach (Figure 61). Tree cutting and in-filling of the mangrove swamp was kept to a minimum. In fact, most of the "grounds" are natural except for the building sites and walking paths between the bungalows. There is also a wooden boardwalk leading to a small restaurant further inland on the edge of a tidal lake (Figures 57 and 62). While some people object to calling this a true "eco-lodge," it deserves credit for what it has done. The majority of the mangrove ecosystem has been maintained, buildings are dispersed, landscaping is modest and natural, and visitors have the opportunity to have an intimate mangrove experience.

While more traditional, the Sandy Beach Hotel is a good example of nature-based tourism on Kosrae. Mr. Donald Jonah, the owner and operator, began his hotel operation in 1982 and started offering nature tours to his guests three years ago (the first on Kosrae to do so, according to Mr. Jonah). Tours include scenic drives; Leluh ruins; Walung village hikes, camping, and overnight stays (Walung is accessible only by boat or on foot); hikes to waterfalls and historic sites; and mangrove canoe trips. Most of his customers are from the U.S.A. or Australia, and the Aussies are more keen on hiking than the Americans. Very few are from Japan, and those who do come are mostly interested in WWII Japanese sites. In addition, he also hosts about 20 German visitors every other month for two days, part of a package that includes Hawaii, Kosrae, Pohnpei, Chuuk (Truk), Guam, and the Philippines.

Kosrae has benefited from strong support for tourism planning from a number of sources at the State, National and international level. The Kosrae State Tourism Master Plan 1990-1994 was completed in 1989 (Wilson 1989) and an Integrated Coastal Resources Assessment for Biodiversity/Cultural Conservation and Nature-Based Tourism was developed by the East-West Center in 1992 (Wilson and Hamilton 1992). These documents provide a solid foundation for the development of tourism on Kosrae. In addition, Madison Nena, Administrator of the Tourism Division, regularly conducts seminars and public presentations on ecotourism and nature-based tourism, conducts guide training, and is interested in promoting "a uniquely Kosrean brand of tourism."

Special conservation area designations have been proposed at three locations to support nature tourism. These include the Okat Mangrove Forest noted for its old growth trees with abundant epiphytes, the Yela Mangrove and Swamp Forest containing the best *Terminalia* trees in Micronesia, and the Utwe-Walung Mangrove Forest on the southern end of the island. The focal point of the later area would be a multi-purpose visitor center. Access to each of these areas would be by canoe, hiking trails, and boardwalks (Wilson and Hamilton 1992).

My recollections of the few days spent on Kosrae are of a small, peaceful, beautiful island with sunny, empty beaches; gracious and friendly people and some of the most beautiful children in the world; unbelievably tall, dramatic *terminalia* trees; shallow water in the lagoon almost too hot to swim in; and a

strong reluctance to leave, which was apparently shared by my airline pilot who could not resist taking one last look by circling back and flying low over the island after takeoff.

Despite its small size, remoteness, and limited visitor facilities, Kosrae arguably has some of the greatest potential for forest-based ecotourism of any island-state in Micronesia. In fact it may be largely because of these factors that it has retained its natural and cultural attractions. Kosrae has the most to lose from mass tourism and the most to gain from small-scale, special interest tourism. Fortunately, it is also one of the most sophisticated in its tourism philosophy. Because of its remoteness and lack of infrastructure and carrying capacity, Kosrae will never become a mass-tourism destination (and does not want to be). However, it can develop its own brand of special interest nature and cultural tourism focusing on its proposed mangrove and Terminalia freshwater swamp forest conservation areas. Small-scale, family and educational tours are the types of special niche markets that are well suited for Kosrae's natural and cultural environment.

Kosrae Pilot Projects (See Appendix A for details)

- ** Conservation Area Tourism Development (6.1).** Interpretive planning and development of tourism projects in three areas proposed for Conservation Area designation.
- ** Tourism Master Plan (6.2).** Assist the Division of Tourism with implementation of elements of the Master Plan related to forest-based activities.
- ** Heritage Tourism and Historic Preservation (6.3).** Develop interpretive planning and tourism planning for Leluh ruins and other cultural heritage sites.
- ** Educational Tours (6.4).** Organize an educational tour focusing on Kosrae's natural and cultural history.
- ** Special Interest Tourism Prospectus (6.5).** Develop a prospectus to attract responsible ecotourism partners.

FSM AND MICRONESIA-WIDE PROJECTS

A series of pilot projects have been identified which would benefit more than one island. The Federated States of Micronesia include Pohnpei, Kosrae, Chuuk, and Yap. These projects are listed below and are described briefly in the next section and in more detail in Appendix A. Recommended priority projects are agroforestry interpretation (8.1), an ecotourism notebook (8.3), coordination with the dive industry (8.5) and PATA (8.3).

FSM- and Micronesia-wide Pilot Projects

- ** Heritage Tourism Assessment (7.1).** Identify and assess tourism opportunities for historic and cultural sites throughout Federated States of Micronesia.
- ** Micronesia Agroforestry Interpretation (8.1).** Develop a guide and/or poster to educate visitors about agroforestry and promote traditional foods.
- ** Ecotourism Master Performers (8.2).** Develop local expertise in ecotourism.
- ** Micronesia Ecotourism Notebook (8.3).** Produce a resource notebook focusing on ecotourism in Micronesia.
- ** Tourism Strategy (8.4).** Establish a strategic plan to guide and coordinate efforts for forest-based tourism.
- ** Dive Industry Coordination (8.5).** Coordinate forest-based tourism efforts with the dive industry.
- ** C.A.T. Coordination (8.6).** Coordinate forest-based tourism projects with military Civic Action Teams.
- ** Tourism Networking Workshop (8.7).** Coordinate forest-based tourism efforts among agencies and organizations working in Micronesia.
- ** Tourism Grants (8.8).** Identify sources of grants for forest-based tourism projects.
- ** Forest Products Souvenirs (8.9).** Encourage the sustainable use of forest products as souvenirs.
- ** Ecotourism Workshop and Guide Training Planning (8.10 and 8.11).** Develop a course syllabus and materials for ecotourism workshops and guide training throughout Micronesia.
- ** University of Oregon Micronesia and South Pacific Program (8.12).** Collaborate with the University on forest-based tourism projects.
- ** PATA Coordination (8.13).** Collaborate with the Pacific Asia Tourism Association on joint projects.

POTENTIAL TOURISM ASSISTANCE PROGRAMS AND PROJECTS

INTERPRETIVE PLANNING

Interpretive planning supports all visitor information programs by providing the foundation upon which interpretive and environmental education projects are built. This includes defining objectives, identifying the interpretive opportunities and audience profile, selecting appropriate themes and messages, and designing the appropriate medium to present this information.

Interpretive Objectives

Interpretive planning recognizes that effective interpretation is much more than just presenting information-- it is based on specific objectives that answer the question "What do you want people to do with this information?" These can include such things as:

- ** Appreciation of local natural resources and culture.
- ** Reducing inappropriate behavior, such as vandalism or littering.
- ** Increasing or reducing the number of visitors.
- ** Protecting visitors or resources.
- ** Producing economic benefits through repeat visits, longer stays, and word-of-mouth advertising.
- ** Enhancing recreational learning experiences.
- ** Environmental education.

Recreational Learning -- or "Fun with a Focus"

Interpretation does not have to be obvious. Sometimes the best interpretation is through "recreational learning," where people receive messages while they are having fun-- hiking, swimming, boating, biking, etc. In this way the information adds value to their experience and is more likely to produce the desired response (interpretive objective).

Seeing Everyday Life with "Beginner's Eyes"

It is important not to overlook things that are ordinary to locals but extraordinary to visitors and which give a place its distinctive character, its "sense of place," such as the natural and cultural landscape (including its special sounds and smells), betelnut chewing, and local foods. The key is for residents to look at their island with "beginner's eyes," to see it the way first-time visitors do and to celebrate the casual beauty of everyday life. For example, two interpretive themes that might seem unnoteworthy but deserve special emphasis throughout Micronesia are the importance of mangroves and traditional systems of agroforestry. These are poorly understood by most visitors.

An area's endemic qualities and everyday life can also be very important for meaningful and authentic souvenirs. Refer to the discussion of souvenirs in the section on New Tourism Products below for details.

Got Lemons? Make Lemonade

Even negatives can be turned into positives through proper interpretation. For example:

- ** Typhoons and earthquakes can be interesting, especially to those who do not have to live through them, so save some examples of damage or take photographs;
- ** The lack of sandy beaches is an opportunity to celebrate your shady, "user-friendly" mangroves;
- ** Local dress codes and Sunday "blue codes" are chances to explain your history and culture and invite visitors to join in traditional Sunday activities (as is done very effectively on Kosrae).
- ** Crocodile or shark attacks means that your wildlife is healthy and wild.
- ** Overuse of forest resources can be examined as a product of various local historical, cultural and economic factors, and are an opportunity to promote environmental ethics to locals as well as to visitors.

Environmental Education

Interpretive programs can teach general awareness of the local environment and proper conservation ethics for both local residents and visitors. There are many special environmental education programs available which can provide ideas and information to help deliver the conservation message. Three of these are listed below and described in greater detail in Appendix A.

- ** Leave No Trace offers information on low-impact camping and hiking.
- ** Tread Lightly! has information and materials on the responsible use of off-road vehicles.
- ** "Green" Hotels provides informational items that encourage hotel guests to conserve water and other resources.

Technical Tours

It is also important not to overlook your own local programs and facilities as potential tourism attractions; for example, technical tours for foreign professionals in your field, volunteer tree-planting, and agroforestry tours. In addition to the Pohnlangas Forestry Station, all projects recommended for documentation as case studies are potential candidates for technical tours (see Table 2).

Interpretive Planning Pilot Projects

Most projects involving the production of brochures or signs will require some interpretive planning. Possible projects range from the interpretation of a short trail to a popular cave on Saipan to the interpretation of large areas proposed for protected status and tourism development on Guam and Kosrae.

INTERPRETIVE PLANNING PROJECTS	
*Kalabera Cave, Saipan (1.3)	
*Tanguisson Point, Guam (3.5)	
*Apra Harbor Jungle Trail, Guam (3.6)	
*Ngemelis Island, Palau (4.8)	
*Jellyfish Lake, Palau (4.9)	
*Pohnlangas Forestry Station, Pohnpei (5.1)	
*Nan Madol, Pohnpei (5.9)	
*Lidorkini Museum Rainforest Display, Pohnpei (5.12)	
*Mangrove areas, Pohnpei (5.13)	
*Utwe-Walung Conservation Area, Kosrae (6.1)	
*Leluh Ruins, Kosrae (6.3)	

Interpretive Planning Priorities

Some of the proposals involve projects in the early planning stages with little visitation at present, such as Pohnlangas Station and Pohnpei's mangroves. Other projects are in areas which currently receive large numbers of visitors, especially Jellyfish Lake and the prehistoric ruins of Nan Madol. With the exception of brochures for Nan Madol and Leluh and guided tours at Nan Madol, there is little or no formal interpretation at these sites.

The most urgent need for assistance is at the world-famous Jellyfish Lake, situated in the stunning Rock Islands of Palau, and the beautiful mangrove and marine ecosystem in the Utwe-Walung Conservation Area of southern Kosrae.

**** Jellyfish Lake** is a world-famous marine lake in a beautiful rainforest setting that could easily be loved to death by the thousands of visitors who make the short hike to swim in the lake. Two primary interpretive objectives are appreciation and protection of the Lake and its rainforest ecosystem in the face of increasing public use, and enhancing the astounding experience of swimming with the millions of stingless jellyfish. This is an important opportunity to reach a large number of people with an environmental message, especially dive tourists. With proper interpretation, visitors will be motivated to support resource conservation in Palau and throughout Micronesia.

**** The Utwe-Walung Conservation Area** is undeveloped and presently receives very little visitation. However, a multi-purpose visitor center is proposed in conjunction with special Conservation Area designation. This complex will be the focal point for a wide array of nature and culture-based activities throughout the Conservation Area. Hikes, canoes rides,

mangrove boardwalks, agroforestry tours, and visiting historic sites are anticipated. These activities and the visitor center itself will require careful interpretive planning to identify and achieve desired objectives.

VISITOR INFORMATION SERVICES

Visitor information services can increase the quality and quantity of information available to visitors primarily through such printed materials as island map/guides and brochures for special attractions. Good information will attract and keep tourists longer, increase revenue through advertising, increase visitor understanding of the local culture and natural environment, reduce inappropriate behavior and impacts, and enhance the visitor's experience. Projects involving the design of map/guides and brochures could be accomplished as part of other assistance projects on each island, or they could be combined into a single multi-island project using a PC desktop publishing system. Either way, effort should be made to transfer these skills (and the necessary technology) to locals.

VISITOR INFORMATION SERVICES
<p><u>Island Map/Guides:</u> Saipan (1.1), Rota (2.5), Palau (4.4), and Kosrae (6.2d)</p>
<p><u>Special Brochures:</u> *Tanguisson Point, Guam (3.5) *Apra Harbor Jungle Trail, Guam (3.6) *Ngemelis Island, Palau (4.8) *Jellyfish Lake, Palau (4.9) *Pohnlangas Forestry Station, Pohnpei (5.1) *Pwudoi Wildlife Sanctuary, Pohnpei (5.5) *Hiking Guides, Pohnpei (5.8) *Mangroves, Pohnpei (5.13) *Village Agroforestry Tour, Kosrae (6.1) *Hiking Guides, Kosrae (6.2) *Self-guided Photo Tour, Kosrae (6.2) *Home-stays, Kosrae (6.2) *Educational tour prospectus, Kosrae (6.5) *Photo tour of Leluh Ruins, Kosrae (6.3) *Micronesia Agroforestry Guide (8.1)</p>
<p><u>Signs:</u> *Laderan Tangke Nature Trail, Saipan (1.2) *Kalabera Cave, Saipan (1.3) *Jellyfish Lake, Palau (4.9) *Nan Madol, Pohnpei (5.9) *General signs, Pohnpei (5.15) *Mangrove Conservation Areas, Kosrae (6.1) *General signs, Kosrae (6.2)</p>
<p><u>Other Visitor Information Services:</u> *Enipein Marine Park, Pohnpei (5.14) *Utwe-Walung Visitor Center, Kosrae (6.1) *Slide Program, Kosrae (6.2) *Museum labels, Kosrae (6.3)</p>

Island Map/Guides

Island-wide maps and guides are essential to identify the major visitor attractions and services available. There is a wide variety currently available, ranging from very simple one-page/one color to multi-page/color glossy productions. Typically they have a map of the island and/or major town plus descriptive information and are produced by the local tourism office and given away for free. Many are out of date and most do not show forest-based recreational opportunities. (I was able to find commercial maps for Palau, Pohnpei, and Guam, all from the same company, but these focused primarily on WWII history, or in the case of Pohnpei on Nan Madol, and were only of limited use for general sightseeing.) The most up-to-date map is Pohnpei's Attractions Guide, completed in September of 1993 as a part of the University of Oregon's Micronesia and South Pacific Program.

Kosrae's guide/map, printed on both sides of a legal-sized piece of paper folded in half, could be used as a model for other islands. Its simplicity makes it inexpensive and easy to use and update. Another good model is Rota's tourist map/guide which is printed in two colors with photographs. It should be fairly simple to produce upgraded versions of these simple guides, including photographs, using a personal computer desktop publishing system.

Special Brochures

Interpretive brochures for special areas and programs on Guam, Palau, Pohnpei, and Kosrae can also be easily produced with a personal computer system. Hiking guides can be patterned after the successful Recreational Series Guides produced by Kit Dahl, previously with the Community College of Micronesia Sea Grant program on Pohnpei. The most urgent needs for brochures are for an agroforestry interpretive guide for Micronesia and two brochures for Kosrae.

- ** A guide to agroforestry would be useful throughout Micronesia for visitors who are unfamiliar with traditional gardening techniques and food crops.
- ** The Kosrae home-stay program is ready to start but lacks a way to reach potential customers. A simple leaflet would kick-start this program and provide immediate economic benefits to local families.
- ** An educational tour prospectus for Kosrae could attract an educational tour operator, to bring the right kind of tourists, build a positive image of the island as an ecotourism destination, and protect the island's natural and cultural values.

Signs

Interpretive and informational signs are needed for Saipan, Pohnpei and Kosrae. The goal is to have signs that are attractive, easy to read, simple to make and repair, fit the local setting, and are made from local materials whenever possible. It will be a challenge to create a design concept that could work for all of Micronesia, using design themes and materials common to all islands, yet be able to represent each island's individual character. The

most urgent need for signs is on Pohnpei and Kosrae. Some of the best signs are found on Saipan (Figure 17).

Visitor Centers

A multi-purpose visitor center is proposed for the Utwe-Walung area of Kosrae in conjunction with special Conservation Area designation. This complex will include a visitor center building, rental and storage space for canoes and other recreational equipment, small restaurant, floating docks, picnic area, observation hammocks, mangrove boardwalk, and park ranger headquarters. A general plan has been completed and \$20,000 has been appropriated by the state legislature, but a formal engineering survey and detailed plans are needed for each facility before work can proceed. An interpretive plan is also needed (see above). A similar complex already in operation at Enipein Marine Park, Pohnpei, described by Valentine (1992) is also in need of assistance (5.14).

INVENTORY AND ASSESSMENT OF TOURISM ATTRACTIONS AND OPPORTUNITIES

Tourism assessments previously conducted on Palau, Pohnpei, and Kosrae are excellent models for understanding the tourism potential of an entire island. The goal is to participate in future island assessments sponsored by PATA and the East-West Center and also to conduct assessments focusing on the forest-based tourism opportunities listed below. On Saipan and Rota, the studies could be accomplished by the same team of local and external experts that conducts the tour guide training and ecotourism workshop. These inventories will also be useful for tour guide training, ecotourism workshops, and the production of island map/guides.

TOURISM INVENTORY AND ASSESSMENT	
*Saipan (1.1)	
*Rota (2.1)	
*Forest folk experts in Palau (4.3)	
*Ngemelis Island, Palau (4.8)	
*WWII sites of Lenger Island, Pohnpei (5.10)	
*Educational tour inventory, Kosrae (6.4)	
*Cultural heritage values throughout the FSM (7.1)	

Tourism Inventory and Assessment Priorities

The most urgent priorities are the comprehensive tourism assessment of Rota, before additional resort development is approved, an inventory of Ngemelis Island to focus on SCUBA divers, and an inventory of possible attractions for a special educational tour on Kosrae.

**** The island of Rota** is a high priority because it has missed the massive tourism development on neighboring islands and is now at a cross-roads. It

must decide if it wants to follow the example of Saipan and Guam or find a different approach which emphasizes small-scale, special interest tourism based on its cultural and natural attractions. An inventory and assessments of its options would help it make this decision and find the appropriate balance between development and conservation.

**** Ngemelis Island**, located in the Rock Islands of Palau, is visited by thousands of tourists annually, primarily Japanese SCUBA divers who stop for a three hour lunch/decompression break. The island is rich in natural and historic features but few visitors ever leave the beach. Those that do are causing environmental damage, primarily due to the lack of proper supervision and information. A proposal by Portland State University would coordinate with local organizations to inventory the island and develop a plan to protect and interpret the island (see Appendix E for details.)

**** The Kosrae project** would develop a sample itinerary for an educational tour focusing on the island's natural and cultural history. This would be used to identify the type of small-scale, low-impact type of tourism that Kosrae is hoping to attract. Various educational tour programs are likely candidates. These special interest tourism groups specialize in niche markets ranging from seniors (Elderhostel), university students (Portland State University's Palau fieldschool) and families with children (Rascals in Paradise), to adventure travel for the physically challenged (Wilderness Inquiry).

INFORMATION AND TRAINING

Case Studies

It is important to document existing examples of forest-based tourism, those that are successful, and even those that are less than completely successful, to learn more about how they work and share these ideas with others. The results of these studies can be included in ecotourism workshops and in the Micronesia Ecotourism Notebook (8.3).

Projects with the greatest potential as case studies are the Portland State University tours on Palau, the Mochun program on Rota, and Japanese ecotours on Guam. All are very successful and illustrate entirely different approaches to forest-based tourism.

INFORMATION AND TRAINING	
<u>Case Studies:</u>	
*Laderan Tangke Nature Trail, Saipan (1.2)	
*Mochun Nature Reserve, Rota (2.4)	
*Japanese Children's Tree-planting, Guam (3.2)	
*Japanese Ecotours, Guam (3.4)	
*Rainforest and Mangrove river tours, Palau (4.1, 4.2)	
*Nature and cultural history study tours, Palau (4.6)	
*Ngemelis Island tour, Palau (4.8)	

INFORMATION AND TRAINING - Continued
Notebook/Guide: <ul style="list-style-type: none">*Micronesia Ecotourism Notebook (8.3)*Tourism Grants Guide (8.8)
Training/Workshops: <ul style="list-style-type: none">*Ecotourism Master Performers (8.2)*Tour Guide Training: Saipan (1.4) and Pohnpei (5.3)*Ecotourism Workshops: Rota (2.2), Guam (3.1), and Pohnpei (5.2)*Ecotourism Networking Workshop (Hawaii) (8.7)*Training outlines: Ecotourism Workshops (8.10) and Tour Guide Training (8.11)

Ecotourism Resource Notebook

A draft notebook is currently being organized based on work started in 1993. It can be expanded, used in ecotourism workshops, and distributed widely. It will contain information on ecotourism in the Western Pacific generally and Micronesia specifically, including case studies, ecotourist preferences, and sources of assistance and information. Hopefully, this project can be coordinated with similar efforts underway by the World Wide Fund for Nature (Australia) and the University of Hawaii Pacific Business Center. The former focuses on community involvement and conservation and the latter on commercial activities.

Tour Guide Training

Tour guide training programs are proposed for Rota and Pohnpei to train instructors who would train tour guides. This would improve the quality of service and information provided by guides, increase the utilization of rainforest and mangrove sites and resources, and protect forest values by teaching principles of environmental education. Training programs could be developed on each island or a master course outline could be developed for Micronesia and tailored to each locale.

Guide training is important because commercial tour operators are the delivery system for forest tourism products and have a direct financial interest in customer satisfaction and sustainable use of forest values. A possible model for this is the training program developed in Australia by Dr. Nicky Goudberg of the Queensland National Parks, which has been presented to approximately 500 tour operators. Another potential partner and source of information on various tour guide training programs is Dr. Betty Weiler, University of Newcastle, New South Wales, Australia, who is currently studying Canadian and United States systems and developing a training program for the Tourism Council of the South Pacific (Fiji).

Saipan is a good candidate to start this training because it has a small number of tour operators serving a large number of tourists, and a large number of

possible agency partners who could then serve as a training cadre for other islands in the Marianas and throughout Micronesia.

Ecotourism Workshops

Ecotourism workshops are proposed for Rota, Guam, Palau, and Pohnpei. These would introduce the concepts of ecotourism, suggest ways to implement local projects, and provide technical assistance to local businesses and agencies. (The idea of an ecotourism workshop did not come up in Kosrae, perhaps because Madison Nena, Administrator of the Division of Tourism and an advocate of ecotourism, has conducted seminars and public presentations on ecotourism on Kosrae for some time.) Like the tour guide training, individual ecotourism workshop programs could be developed for each island or a master workshop outline could be developed for all of Micronesia and tailored to each locale.

Ecotourism workshops are currently being organized in Fiji for sustainable tour operators and agencies by IMCC, in cooperation with The Ecotourism Society. Other potential partners for both the ecotourism workshops and guide training sessions include James Cook University, Australia, the Ecotourism Association of Australia, and the University of Hawaii Pacific Business Center, East-West Center, Pacific Island Network, and Sea Grant Extension Service.

TRAILS AND BOARDWALKS

Upgrading or construction of short, interpretive trails is proposed for Saipan, Guam, Palau, and Pohnpei. The Apra Harbor Jungle Trail would involve a section of raised boardwalk to access prehistoric and historic sites on the edge of the mangrove forest (Figure 68). Several short boardwalks are part of the development plan for the proposed Conservation Areas in the Okat, Yela, and Utwe-Walung areas. The Salapuk and Pahnsile projects involve longer hiking trails and Kosrae's bike routes may be a combination of existing roads and new trails. The Ngemelis Island and Pohnlangas Nature Trail projects would provide significant new commercial tourism opportunities with relatively little investment.

The highest priority projects are Ngemelis Island, to establish connections with the booming dive industry, and the Apra Harbor Jungle Trail, which has the potential to reach a large portion of the 800,000-plus visitors that come to Guam each year.

TRAILS AND BOARDWALKS
*Laderan Tangke Nature Trail, Saipan (1.2)
*Apra Harbor Jungle Trail, Guam (3.6)
*Ngemelis Island Trail, Palau (4.8)
*Pohnlangas Nature Trail, Pohnpei (5.1)
*Salapuk Hiking Trails, Pohnpei (5.4)
*Pahnsile Waterfall Trail, Pohnpei (5.7)
*Mangrove Conservation Area Trails, Kosrae (6.1)
*Bike Routes, Kosrae (6.2)

Expertise and information for the design and construction of mangrove boardwalks is available in Queensland, Australia, where boardwalks use plastic pipe filled with concrete for posts and have observation towers for photography and bird watching (Figures 9-12). James Cook University, in Townsville, Queensland, is interested in developing a workshop on designing and planning boardwalks. Military Civic Action Teams might be able to provide equipment, construction assistance and training for such projects.

INCREASING THE ECONOMIC BENEFITS OF TOURISM

Tourism is defined as moving people from one place to another while caring for their physical needs and providing them the opportunities they seek. There are many reasons for traveling, including work, recreation, learning, visiting family and friends, and adventure. Whatever the reasons for traveling, the wants and needs of visitors offer opportunities for the local community to benefit economically. However, you can have tourists without having a tourism industry. "There should be a clear understanding that tourists can visit the community without creating a 'tourism industry.' For example, visitors who hike your trails and picnic in your parks are tourists, but until they buy hot dogs from your supermarket, stay overnight in your motel buy a souvenir from your gift shop or gas from your filling station, the community has received no economic benefit and has not created a tourism industry" (University of Minnesota 1991:2).

The economic benefits of tourism occur when tourists bring outside money into the local economy. This can happen when a visitor spends money purchasing services and products, through employment in various parts of the tourism industry, by collecting taxes and fees, and encouraging voluntary contributions. Benefits can also result from improvements in local infrastructure provided as a by-product of tourism, for example expanded air connections with other islands.

These benefits can be increased by 1) creating new opportunities for tourists to spend and donate money, 2) maximizing the use of existing tourism opportunities, 3) increasing the length of stay and repeat visits, 4) collecting fees, 5) developing facilities and programs for tourists that also serve the needs of residents, and 6) reducing the leakage of profits out of the economy by using local products, hiring locals, and using locally-owned businesses.

Tourism Fees

Experts conclude that the revenue generating potential of ecotourism and the use of tourism fees as a management tool has yet to be fully achieved. Fees depend on national and local objectives. These include recovery of the cost of providing services, generating revenue to finance conservation activities or help subsidize domestic visitation, and to limit or disperse visitation when particular sites have become overused. Determining the level of fees depends on both international factors, such as the income level of visitors, the total

number of tourists and competing attractions, and national or local factors, such as the appeal of the site, cost and travel time from town to the site and the overall quality of the trip experience (Lindberg and Huber 1993).

There are different types of tourist fees and ways they can be collected:

- ** Entrance fee to enter a park or conservation area.
- ** Admission fee to enter a museum or visitor center.
- ** Use fee for renting equipment, guide service, or camping.
- ** License or permit fee for hunting, fishing, or photography, etc.
- ** Concession fee charged to vendors within a park or conservation area.

These fees can be collected directly from tourists on-site or indirectly through tour operators or through other sectors of the tourism industry. In establishing fees, several principles should be considered, including: 1) View tourism fees as supplements to, rather than replacement for, existing budgets, 2) Earmark at least a portion of tourism back into the parks which generate them, 3) Establish national guidelines for fees, but set fees on a decentralized and site-specific basis, 4) Recognize that fee collection will not be worthwhile at all attractions, and 5) Develop and maintain accurate accounting and financial management systems for both revenues and expenditures (ibid. 102-104).

New Tourism Products

Most of the pilot projects listed below have been discussed earlier, but they are included here to emphasize the fact that they represent the production of significant new tourism products. Most of these have all the necessary elements in place and only need a little effort to get them going. All would result in new commercial tourism activities which would bring immediate benefits to local communities and families. The three priority projects are described below. For details on the others, see Appendix A.

NEW TOURISM PRODUCTS	
*Rainforest and Mangrove River Tour, Palau (4.1)	
*Japanese Botanical Garden, Palau (4.5)	
*Ngemelis Island, Palau (4.8)	
*Lenger Island, Pohnpei (5.10)	
*Utwe Visitor Center Complex, Kosrae (6.1)	
*Special Interest Educational Tours, Kosrae (6.5)	
*Forest Product Souvenirs (8.9)	
*Home-stays, Kosrae (6.2)	

- ** Rainforest and Mangrove River Tour. This project, coordinated by Portland State University (PSU), would organize and test a one-day tour of special natural and cultural sites in and around the Ngeremlengui Estuary on Babeldaob Island, Palau. Students of the existing PSU educational tour would be the test customers. Probable sites include the estuary and rivers, an ancient village, WWII Japanese guns, and a traditional dance and feast. See Appendix D for a detailed proposal.

- ** Kosrae Home-Stays.** Many families on Kosrae are interested in hosting foreign visitors in their homes. This would expand the island's limited number of motel rooms and produce income from tourists without the need for large investments of foreign capital. To explain and advertise this uniquely Kosrean brand of cultural tourism and attract the right type of guests, a simple brochure or leaflet is needed. Everything else is in place to launch this program. In addition, information should also be provided to the host families to prepare them for foreign visitors.
- ** Forest Product Souvenirs.** The forest product souvenir project would encourage the production of souvenirs directly from such forest products as wood, nuts, and fiber (Figures 5 and 6) and indirectly through the use of forest images and themes in art and photography. This would increase revenues and jobs and limit the "leakage" of profits from the local economy. Other benefits include pride of place and preservation of traditional skills and traditions. It would also underscore the value of intact forest ecosystems and help build a positive image of the islands as a destinations with special (and intact) traditions and natural environments. Ultimately, a particular item may come to represent an island, such as story boards in Palau or gourmet pepper in Pohnpei.

Additional Thoughts on Souvenirs

Care must be taken that souvenir projects which are supported come from relatively sustainable production systems. If production systems are well documented as sustainable, "certified sustainable" products could be sold abroad through "green" market channels or specialty catalogs. Souvenirs could also be marketed Micronesia-wide to build a regional identification and expand markets; for example, Yapese restaurants could serve Pohnpeian rather than generic black pepper.

An area's endemic qualities and everyday life can be very important for meaningful and authentic souvenirs. Think of things that are unique and a real part of the local environment or culture. For example, on Peleliu, visitors would be delighted to know that they can purchase and officially register themselves as owners of the island's colorful automobile license plates for only \$10. Or find something functional that is associated with a memorable activity or famous place, such as a hiking permit or a tag that attaches to a camera or piece of sports equipment to show that the bearer has paid the appropriate entrance fees to special conservation areas and historic sites. If they are attractive, official-looking and durable, visitors will probably keep them to show that they have "been there - done that." Similar souvenir tags could also be used as incentives, to reward visitors who voluntarily contribute to a local ecotourism fund.

Something else that would enhance souvenir sales throughout Micronesia, but is frequently overlooked, is shipping boxes and assistance with mailing. Visitors may be discouraged from purchasing some items simply because they are too large or fragile to conveniently carry in their luggage. For example, I decided not to purchase a Palauan story board because I did not have the room, nor did I have the time to find the proper materials, wrap it, and take it to the post office for mailing. Customer convenience and confidence is something that

people will pay for. The materials and labor involved with this type of customer service can provide jobs and local revenue.

EXPLORING AND EXPANDING THE JAPANESE MARKET

All of the tourism pilot projects proposed for Micronesia involve the Japanese tourists to some degree, and certainly this is the dominant market for most islands. However, some projects are focused exclusively on understanding Japanese preferences and cultural attitudes on tourism and outdoor recreation. These include case studies of ecotours on Guam; a special tour of natural history, historic and traditional cultural sites in Palau with OISCA, a Japanese conservation organization; and a question on Japanese preferences in a future PATA-sponsored research questionnaire.

JAPANESE TOURISM OPPORTUNITIES
*Tree-planting by Japanese Children, Guam (3.2)
*Japanese ecotour case studies, Guam (3.4)
*OISCA test of Japanese preferences, Palau (4.2)
*Japanese Botanical Garden, Palau (4.5)
*PSU Projects with Japanese Universities, Palau (4.6)
*Lenger Island Inventory, Pohnpei (5.10)
*PATA Marketing Research Questions (8.13)

In addition, several projects have significant potential for expanding Japanese tourism. These include the tree-planting program for Japanese children on Guam, Portland State University's plan to broaden its Palau educational tour program by involving two Japanese universities, and developing a historic Japanese botanical garden in Palau and a WWII Japanese military complex on Lenger Island in Pohnpei as new tourist destinations. The highest priority project is the study of Japanese tourist preferences on Palau.

HERITAGE TOURISM

An island's people, history and culture are among its most important tourist assets. Heritage (or cultural) tourism is a broad field of specialty travel including many special interest aspects ranging from examination of the physical remains of the past to the experience of local cultural traditions (Zeppel and Hall 1992). Architecture, WWII sites and monuments, archeological sites and artifacts, social customs, traditional crafts and activities, historic events, language, foods, and dress all contribute to an island's special sense of place and can be used to provide visitors with a special experience.

Quality heritage tourism is built on authenticity and seeks to accomplish the following objectives (after Gabriel Cherem, quoted in Long 1991:7):

- ** Protect local cultural and historical resources.
- ** Emphasize the identity of an area and showcase its unique facets.
- ** Empower local hosts to interpret their own culture.
- ** Enhance the pride of local hosts in their heritage, thus maintaining traditional lifestyles and values.
- ** Empower local hosts to provide authentic and meaningful tourism experiences.
- ** Improve guest relations and service skills.
- ** Ensure sustainable tourism development by nurturing respect for an area's heritage and thus the local host population's ability to serve as the true promoters of the culture.

Examples of heritage tourism that contribute to cultural revival and preservation in Micronesia include the use of traditional architecture in hotels and visitor centers, building outrigger canoes for mangrove channel tours, cultural performances, and crafts such as carving and weaving.

According to the National Trust for Historic Preservation, visitors to historic sites in the United States stay an average of a half-day longer and spend an average of \$62 per day more than other tourists. Other benefits are the diversification of local economies and the preservation of cultural characteristics that make the community special (National Trust 1993). The National Trust has identified 5 principles and 4 steps to successful heritage tourism:

Five Principles of Heritage Tourism

- ** Focus on authenticity and high quality.
- ** Preserve and protect historic and cultural resources.
- ** Make site come alive through proper information and interpretation.
- ** Find the proper fit between community values and tourism
- ** Build partnerships.

Four Steps to Success

- ** Evaluate what you have to offer in attractions, visitor services, organizational capabilities, protection, and marketing.
- ** Plan and organize your human and financial resources.
- ** Look to the future and be sure you have long term sustainability.
- ** Develop a comprehensive, long term marketing plan that targets your market and involves partners in local, regional, state or national groups.

The following projects have elements that can be developed for heritage tourism.

(See next page)

HERITAGE TOURISM

- *Mochun Case Study, Rota (2.4)
- *Rainforest and Mangrove River Tour, Palau (4.1)
- *Tanguisson Point, Guam (3.5)
- *Apra Harbor Jungle Trail, Guam (3.6)
- *Forest Folk Experts Inventory, Palau (4.3)
- *Ngemelis Island Tour, Palau (4.8)
- *Pohnlangas Forestry Station Museum, Pohnpei (5.1)
- *Nan Madol Interpretation, Pohnpei (5.9)
- *Lenger Island Inventory, Pohnpei (5.10)
- *Home-stays, Kosrae (6.2)
- *Museum and Leluh Ruins, Kosrae (6.3)
- *Educational Tours, Kosrae (6.4)
- *Heritage Tourism Assessment, FSM (7.1)

The projects listed above all have significant potential to produce positive cultural and economic benefits and it is difficult to identify project priorities. However, three projects are noteworthy examples of special interest tourism.

- ** **Forest Folk Experts**. The inventory of individuals with special knowledge or skills relating to Palau's forest heritage will produce a catalog of experts who can help develop forest-based heritage tourism and train apprentices to maintain these traditions (see Appendix F).
- ** **Nan Madol Interpretation**. Improving on-site interpretation at Nan Madol --through signs, tour routes and photo opportunity stations-- will enhance the visitor experience at the premier archeological site in the Pacific and the main tourist attraction of Pohnpei.
- ** **Home-Stay Brochure**. As mentioned earlier, the production of a home-stay brochure for Kosrae will get this unique program started and help diversify Kosrae's tourism industry, expand the island's limited room capacity, and provide a uniquely Kosrean brand of tourism.

AGROFORESTRY AND ENVIRONMENTAL EDUCATION

Environmental education is an important element of ecotourism. The projects listed below can provide environmental information and access to special areas for visitors who are interested in rainforest and mangrove ecosystems. Two of these are special priorities.

- ** **Indigenous Agroforestry**. The Indigenous agroforestry proposal for Guam would develop demonstration areas and interpretive materials to educate locals and visitors about the importance of agroforestry and increase dwindling stocks of historically useful species.
- ** **Micronesia Agroforestry Interpretation**. An interpretive guide to agroforestry could be used throughout Micronesia by tour operators, museums and visitor centers to educate visitors about traditional methods

of gardening, identify common crops, and promote local foods. Such a guide is a prerequisite to many other agroforestry and environmental education programs and would make people aware of the importance of agroforestry and what local gardens and food plants look like. Because many plants are common to the Western Pacific, a single guide could serve all of Micronesia. Common fruits and vegetables can be extraordinary to visitors and give an island its special flavor.

AGROFORESTRY AND ENVIRONMENTAL EDUCATION
<ul style="list-style-type: none"> *Japanese Children's Tree-planting, Guam (3.2) *Indigenous Agroforestry, Guam (3.3) *Japanese Botanical Garden, Palau (4.5) *Pohnlangas Forestry Station Museum, Pohnpei (5.1) *Lidorkini Museum Agroforestry Display, Pohnpei (5.11) *Mangrove Interpretation, Pohnpei (5.12) *Village Agroforestry Tours, Kosrae (6.1) *Botanical Garden, Kosrae (6.2) *Micronesia Agroforestry Interpretation (8.1)

STRATEGIC CONNECTIONS AND PARTNERSHIPS

Regional Strategies

It is always important to think regionally and globally when planning for tourism, and this is specially true with islands. "Small states of any kind, but particularly small islands, are at the mercy of what Trist calls the 'external environment'...that is those global forces over which the small state has no control...and no matter how capable an island is of attracting tourists or growing a crop, it is a small player in a global system rife with substitutes and intervening opportunities" (Wilkinson 1992:4-5). To overcome these disadvantages, individual islands and island nations must work together to develop viable tourism programs that are mutually beneficial.

An important first step in this process is attitude-- to develop and project a unified and positive self image. As pointed out by Epli Hau'ofa, a Tongan writer and sociologist, this may require a paradigm shift: to view the Pacific in general and Micronesia in particular as "a sea of islands," something that is positive, interdependent, large, rich, and unbounded, rather than as "islands in the sea," a worldview that is negative, small, isolated, dependent, and based on colonial boundaries (Hau'ofa 1993).

Two important issues are determining what cluster of attractions will entice people to travel long distances, and the perceived image of the destination. As pointed out by Ray Tabata, large areas such as Australia and smaller areas like Hawaii have worked hard at establishing images in travelers' minds; for example, Ayers Rock, koalas, kangaroos versus Diamond Head, hula dancers, white sand beaches, etc. They do not necessarily have to be unique. But to be successful they must have the right qualities that convey a special sense-of-place, as well as sufficient diversity to compete at the international level. In dive tourism, for example, regional marketing draws travelers to

Micronesia as a major destination area, rather than each of the individual islands. Tabata further notes that "if the individual entities within Micronesia can work together to develop a Micronesia image to outsiders, potential travelers would be more effectively enticed to overcome thousands of miles over open ocean in traveling to an exotic destination" (Tabata, personal communication).

One way to build strategic connections for tourism is through historical and cultural relationships. These can be connections between islands and between islands and foreign visitors. An example might be Yappese stone money that was quarried in Palau and shipped, with great difficulty, to the islands of Yap, or the historical connection between Japanese tourists and previous Japanese colonies. World War II battles and military sites and the soldiers who served during the war is another.

Travel routes with specific themes can also serve to connect travelers and several islands through a coordinated, regional program. This approach provides structure, a common thread, that binds together the various pieces of a journey and helps travelers focus and integrate the things they experience. These do not have to be complicated. They can be historic themes or large culture areas, voyage routes, or simply "the seven wonders of Micronesia." Successful examples from the Americas include the Oregon Trail, as a way to link counties and communities in a 6-state area between Oregon and Missouri, Trails of the Ancients in the plateau and canyon country of the American Southwest, and La Ruta Maya linking archeological sites in several countries in Central America. These marketing devices give identity to and tie together many tourist opportunities within a common theme. These not only help create a "critical mass" of attractions scattered over a broad area, they show how to move from one to the other in an organized manner.

Ray Tabata also suggests that the concept of "intervening opportunities" could be applicable in Micronesia. For example, "some U.S. travelers going to Australia or Malaysia could be captured along the way in Micronesia...Or some Japanese travelers going to the U.S., could stop for a few days or a week. Although this might not be a major market in itself, it could supplement the primary market. The AirMicronesia 'island-hopper' is already set up for a series of intervening opportunities with stops at Majuro, Pohnpei, Truk, etc. Together, the stops could constitute a 'corridor' of opportunities, much like a National Historic Trail or Scenic Byway" (Tabata, personal communication).

Tourism Partnerships

Each of the proposed pilot projects will require close cooperation with local and regional agencies and organizations. However, several partnerships are proposed that will lead to special collaborative undertakings in the future. The details of these projects are described in Appendix A and the specifics on each partner organization are described in Appendix B. Five special partnership opportunities have been identified.

- ** Portland State University.** PSU has a successful educational tour program in Palau that could be expanded there as well as adapted to other islands. Several pilot projects could involve PSU, but one in particular (4.6) would focus specifically on utilizing their tour program to demonstrate and test various types of ecotourism.

- ** PATA Coordination. The Pacific Asia Tourism Association is a key partner in any regional ecotourism program in Micronesia. A pilot project is recommended (8.13) to establish a working relationship with PATA, provide them with information on forest-based tourism, and develop joint projects.
- ** Dive Industry Coordination. A cooperative project is proposed (8.5) with Trip-N-Tour, a major dive tourism operator, to explore possible connections between marine and forest-based tourism.
- ** Kosrae Educational Tourism. A prospectus would be developed (6.5) to identify a suitable tourism operator/organization for assisting with developing specialty tours to Kosrae that focus on the small-scale, family and educational niche markets.
- ** University of Oregon. The University's Micronesia and South Pacific Program could provide graduate student interns to assist with various pilot projects. They are particularly interested in tourism-related projects in Kosrae, Pohnpei, Yap and Palau.

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July 22, 1994
Ogden, Utah, U.S.A.

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Table 2 - SUMMARY OF PILOT PROJECTS

Numbers refer to individual projects described in Appendix A. Priority projects in each category are underlined.

	Saipan	Rota	Guam	Palau	Pohnpei	Kosrae	All FSM/Micronesia	
Interpretive Planning	1.3		3.5	4.8	5.1	<u>6.1</u>		
			3.6	<u>4.9</u>	5.9	<u>6.3</u>		
					5.11			
					5.12			

Island Map/ Guides	1.1	2.5		4.4		6.2		
Special Brochures			3.5	4.9	5.1	6.1		<u>8.1</u>
			3.6		5.5	<u>6.2</u>		
					5.8	<u>6.3</u>		
					5.12	<u>6.5</u>		

Signs	1.2			4.9	5.9	6.1		
	1.3				5.13	6.2		

Displays					5.11	6.3		

Visitor Centers					5.14	<u>6.1</u>		

Tourism Planning					5.6			

Inventory & Assessment	1.1	<u>2.1</u>		4.3	5.10	<u>6.4</u>	7.1	
				<u>4.8</u>				

Case Studies	1.2	<u>2.4</u>	3.2	4.1	4.2			8.9
			<u>3.4</u>	<u>4.6</u>	4.8			

Workshops & Training	<u>1.4</u>	2.2	3.1	4.7	5.2	6.2	8.2	8.7
		2.3			5.3		8.10	8.11

Notebooks							<u>8.3</u>	8.8

Trails and Boardwalks	1.2		<u>3.6</u>	<u>4.8</u>	5.1	6.1		
					5.4	6.2		
					5.7			

Agroforestry & Env. Ed.			3.2	4.5	5.1	6.1	8.1	
			<u>3.3</u>		5.11	6.2		
					5.12			

Special Partnerships				<u>4.6</u>		6.5	8.4	<u>8.5</u>
							8.6	<u>8.7</u>
							8.12	<u>8.13</u>

APPENDIX A - TOURISM PILOT PROJECTS

The following are potential projects that have been identified through discussions with officials and experts on each of the islands visited and through a review of existing plans and published reports. They are presented here for discussion purposes only.

1. SAIPAN PILOT PROJECTS

1.1 Inventory of Sites and Opportunities

Action: Inventory and photograph natural and cultural sites and opportunities.

Goal: The inventory will sum up the natural and cultural forest-based activities and experiences available on Saipan for both visitors and local residents. It will also produce high quality photographs for use in a updated visitor map and brochure.

Comments: The inventory will cover such things as art/photography sites, history, architecture, caves, archeology, culture, wildlife, hiking, and mountain biking.

Estimate: 2-3 weeks.

Linkage: This inventory will will be useful for training commercial jungle tour guides (1.4). Explore the possibility of linking with ecological mitigation projects funded by developers. Consider a Laulau Bay Scenic Byway route, perhaps in conjunction with future erosion control and road upgrading. The Pacific Island Network (PIN) is a possible partner to help publish the products.

1.2 The Laderan Tangke Nature Trail

Action: Design interpretive signs, scenic overlook, and shorter trail loop; identify and correct problem areas; promote the trail; plan and conduct orientation for commercial tour operators and guides; and document the development and use of the trail in a case study.

Goal: Increase use and visitor satisfaction, and share the lessons learned here with others.

Comments: This 1.8 mile self-guided trail is not well known and receives relatively little use (Figure 18). Japanese tourists would probably prefer a shorter, more developed trail. Currently there are brochures that are keyed to numbered markers along the trail, but these commonly run out. Interpretive signs would solve this problem.

Estimate: 1-3 weeks.

Linkage: Consider the feasibility of building a connecting trail between the Laderan Tangke Trail and Kalabera Cave (1.3).

Contact: Catherine Moncrieff, Department of Natural Resources, Forestry Section, Division of Plant Industry.

1.3 Kalabera Cave and Trail

Action: Prepare an interpretive plan and design interpretive signs.
Goal: Increase visitor information and appreciation of the area's natural and historical significance.
Comments: This large limestone cave is located a short distance off the road south of Bird Island Lookout Point, a major tourist attraction. It is a very short, easy hike and currently receives a large number of visitors.
Estimate: 1-2 weeks.
Linkage: Kalabera Cave could be connected to the Laderan Tangke Nature Trail (1.2).
Contact: Catherine Moncrieff, Department of Natural Resources, Forestry Section, Division of Plant Industry.

1.4 Tour Guide Training

Action: Hire an expert on nature guide training to develop a training program for commercial jungle tour guides, in cooperation with local government agencies, and conduct a demonstration training session.
Goal: Initial products will include an instructor's notebook, a demonstration workshop, and a group of qualified trainers available to teach guides on Saipan and elsewhere in the CNMI. Ultimately, this will protect forest values, increase the use of existing forest sites suitable for tourism, and improve the quality of interpretive information presented to visitors.
Comments: This is a teach-the-teachers approach.
Estimate: 2 weeks to prepare the materials, 2-3 days for the workshop, and a week to incorporate the workshop results into the notebook and prepare a final version. Preparation time can be cut to 2 days if teaching materials are available from other sources (8.11).
Linkage: An inventory of sites and opportunities on Saipan (1.1) is a prerequisite to this project. In addition to the various government agencies, the Northern Marianas College tourism hospitality program is a possible partner. Other potential partners include the Pacific Island Network and the CNMI Coastal Resource Management program.
Contact: Two possible consultants from Australia are Dr. Nicky Goudberg, Queensland National Parks and Dr. Betty Weiler, University of Newcastle, New South Wales.

2. ROTA PILOT PROJECTS

2.1 Ecotourism Inventory and Assessment

Action: Examine the range of existing and potential forest-based nature and cultural tourism opportunities on Rota with a team composed of local and outside experts.
Goal: Provide a baseline definition of Rota's potential as an ecotourism destination and information and photographs that can serve as the basis for a future ecotourism brochure and marketing programs.
Comments: Assessments conducted by PATA for Palau and Pohnpei could serve as models for this project (5 local and 5 external experts). Either the USFS could provide a member for a PATA team for a

comprehensive tourism assessment, or it could sponsor a smaller assessment focusing on forest-based tourism.

Estimate: 3-4 days fieldwork plus 5 days of research and preparation.

Linkage: The assessment team could also conduct an ecotourism workshop (2.2).

2.2 Ecotourism Workshop

Action: Plan and conduct a workshop to share the results of the ecotourism assessment (2.1), introduce the concepts of ecotourism, suggest ways to implement ecotourism locally, and provide technical assistance to local businesses and agencies.

Goal: Encourage the development of sustainable, low-impact forms of tourism that will protect Rota's unique natural and cultural resources, educate off-island tourism and business experts about Rota's potential for ecotourism, and increase the average length of stay for tourists.

Comments: The target audience is businessmen, natural resource managers, tour operators and guides, tourist agents, hotels, and local government officials.

Estimate: 2 days for a USFS specialist and at least one ecotourism contractor plus 10 days preparation. Preparation time can be reduced to 2 days if a training package has already been developed (8.10).

Linkage: Some or all of the team that conducted the ecotourism assessment (2.1) could present the workshop. The University of Hawaii Pacific Business Center is a potential partner with considerable experience and interest in this topic.

2.3 Ecotourism Certification

Action: Develop materials and help organize a local ecotourism certification program for Rota.

Goal: Develop standards and a community-controlled system to encourage responsible tourism programs, empower locals to shape the future of tourism on their island, and build a positive reputation worldwide as a marketing tool to attract ecotourists.

Comments: A successful certification program on Rota could serve as a model for other islands and establish Rota as an ecotourism destination. Different sets of standards could be developed for tour operators, hotels, local residents, government agencies, and visitors.

Estimate: 2 weeks of consultations and meetings plus two weeks of research on existing ecotourism standards.

Linkage: Certification is a logical conclusion to the ecotourism assessment (2.1) and the ecotourism workshop (2.2). The Australian Ecotourism Society and The Ecotourism Society (U.S.A.) are both involved with ecotourism standards and certification and are logical sources of expertise and information for this kind of project.

Contacts: Megan Epler Wood, The Ecotourism Society (U.S.A.). The Ecotourism Association of Australia.

2.4 Mochun Nature Reserve Case Study

- Action: Interview the owners and develop a case study of the cultural and environmental programs of the Mochun Nature Reserve and prehistoric Chamorro site.
- Goal: Promote public-private partnerships in responsible tourism, learn how successful grassroots ecotourism programs are developed, and help transfer these ideas to other islands.
- Comments: The Mochun Nature Reserve is a family-operated, environmental educational program that embodies all the principles of responsible tourism. In addition to camping and outdoor educational activities on private property, they also provide tours on public lands (Figures 29 and 30).
- Estimate: 5 days of field work and 5 days report writing.
- Linkage: This would make an excellent case study for the island-wide ecotourism assessment (2.1) and workshop (2.2) and a model candidate for testing an ecotourism certification system (2.3).
- Contact: Thomas Mendiola, owner and operator.

2.5 Rota Map/Guide

- Action: Update the visitor map/guide for Rota.
- Goal: Improve visitor information services by including new attractions and information.
- Comments: This could be an inexpensive one-page map or it could serve as the basis for revising Rota's existing visitor guide.
- Estimate: 1 week of fieldwork and 1 week of preparation.
- Linkage: The new map would include the sites identified in the ecotourism inventory and assessment (2.1).

3. GUAM PILOT PROJECTS

3.1 Ecotourism Workshop

- Action: Plan and conduct a workshop to introduce the concepts of ecotourism, suggest ways to implement ecotourism locally, and provide technical assistance to local businesses.
- Goal: Encourage the development of sustainable, low-impact forms of tourism that will protect Guam's unique natural and cultural resources, educate off-island tourism and business experts about Guam's potential for ecotourism, and promote the development of sustainable forest-based tourism.
- Comments: The target audience is businessmen, natural resource managers, tour operators and guides, tourist agents, hotels, and local government officials.
- Estimate: 2 days for a USFS specialist and at least one ecotourism contractor plus 10 days preparation. Preparation time can be reduced to 2 days if a training package has already been developed (8.10).
- Linkage: The team that conducts Rota's ecotourism workshop (2.2) could also stay on to do Guam's. Logical co-sponsors include the Guam Visitors Bureau, Department of Commerce, Coastal Management Program of the Bureau of Planning, Department of Parks and Recreation, and the Division of Forestry and Soil Resources of the Department of Agriculture.

3.2 Tree-Planting

- Action: Evaluate and develop a case study of Guam's Urban Community Forestry tree-planting program for Japanese kids.
- Goal: This results of this program could be used as a model for other islands, ultimately to enhance visual quality, protect watersheds, and provide enhanced recreation experiences for Japanese tourists.
- Comments: This innovative program provides environmental education and hands-on experience for Japanese children ages 12-14. They spend 2-3 hours in a tree nursery and planting trees as part of a larger tour program sponsored by Japanese tour operators (Figures 65 and 66).
- Estimate: 5 days research plus 5 days report writing.
- Linkage: The information and photographs produced by this study could be used by Japanese tour operators and featured in the Ecotourism Workshop (3.1). Trees planted through this program could also support Indigenous Agroforestry (3.3), the Tanguisson Point (3.5) and Apra Harbor Jungle Trail (3.6) projects. Similar cultural exchange/tree-planting programs are provided through OISCA, a Japanese conservation organization (see project 4.2).
- Contact: Bart Lawrence, Department of Agriculture, Division of Forestry and Soil Resources.

3.3 Indigenous Agroforestry

- Action: Develop a plan and proposal for a program on Indigenous Agroforestry that would restore and interpret traditional uses of forest resources.
- Goal: Develop demonstration areas and interpretive materials, educate locals and visitors about the importance of agroforestry, and increase dwindling stocks of such historically useful species as Pandanus (weaving), Ahgao (posts), Ifil (roofing), Breadfruit (timber and food), Nipa (roofing and walls), and Aabang (carving).
- Comments: The Forestry program of the Department of Agriculture could provide seedlings, planning and perhaps even planting assistance to private landowners. A possible location is Anao Point on Anderson Base, which has an old trail and demonstration forest developed by school children plus a trail to the beach.
- Estimate: 4-6 weeks to develop a specific proposal and plan.
- Linkage: Tree plantings could involve Japanese kids (3.2) and support ecotourism projects at Tanguisson Point (3.5) and Apra Harbor (3.6).
- Contact: Carlos Noquez, Department of Agriculture, Division of Forestry and Soil Resources.

3.4 Japanese Ecotourism Case Studies

- Action: Evaluate and document current forest-based tours currently operating on Guam, primarily through Discover Guam tours.
- Goal: Determine the cultural preferences and constraints of Japanese tourists.

Comments: Discover Guam has 4 popular tours: Island Discovery, Jungle Adventure, WWII in the Pacific, and Gef Pa'go Inalahan (Chamorro Cultural Village).
Estimate: 1 week.
Linkage: This could be accomplished at the same time as the case study on Japanese children tree-planting (3.2).
Contact: Lourdes Perez Aguon, Vice President and Managing Director, Discover Guam.

3.5 Tanguisson Point

Action: Initially, conduct an in-depth assessment of the area's potential for recreation and tourism and develop a conceptual plan that includes various options for use by local residents and visitors. Also develop a self-guided tour and map/brochure for visiting and interpreting natural and archeological features. Future work could include a feasibility study and environmental assessment for the various planning options.

Goal: Explore concepts and develop a prototype planning model to show what could be done to protect and enhance the natural and archeological values, provide a wide range of recreational and educational opportunities, interpret local history and culture, and contribute to economic development by diversifying tourism.

Comments: The study area is well suited as a laboratory for exploring the various tourism concepts discussed in this report. Located just a few miles north of the tourism complex at Tumon Bay, it contains numerous types of natural and cultural resources and receives a wide range of recreational uses. These include swimming, group beach activities, reef-walking, hiking, snorkeling, fishing, camping, and photography. One end is accessible by car and is well developed; the other end can be reached only by walking along the beach or through the jungle (Figures 67, 69, 70 and 71). Other issues and conflicting uses present here that are common throughout Micronesia include traditional subsistence use, littering, pollution, sand mining, disturbance of prehistoric sites and burials, and legal and political arguments over land ownership. A tourism/recreation plan would have to provide a win-win solution for all parties. Planning concepts developed here that successfully dealt with these real-life issues would be relevant throughout the Pacific. For more details, refer to Wylie and Madsen 1991).

Estimate: 2 weeks for an initial assessment and self-guided tours and brochures. 4-6 weeks for a major conceptual plan.

Linkage: All pilot projects proposed for Guam would complement this project, especially the Indigenous Agroforestry program (3.3) which could provide a starting point for a botanical garden in this area.

Contact: Carlos Noquez, Department of Agriculture, Division of Forestry and Soil Resources.

3.6 Apra Harbor Jungle Trail

- Action:** Develop an interpretive plan, environmental assessment and draft brochure for a self-guided tour of the major natural and archeological features in this area. Also develop a detailed map of the archeological map and general vicinity.
- Goal:** Interpret the archeological site, rainforest, and mangrove ecosystems, providing opportunities for education and tourism not otherwise available to the island's residents and visitors.
- Comment:** This is a unique opportunity. The site is on the edge of one of the island's few mangrove marshes and immediately adjacent to the highway (Figure 68). It contains a variety of traditional use sites ranging from contemporary fishing and crabbing, to historic and prehistoric Chamorro, including the remains of a unique complex of coral fish trap enclosures and associated habitation site with several latte structures and numerous stone, shell, and ceramic artifacts. A short boardwalk with high quality interpretive materials would be well suited to the needs and preferences of Japanese tourists. For more details, refer to Wylie and Madsen 1991.
- Estimate:** 2-3 weeks for a plan and EA, 1 week for brochure, 1 week for mapping.
- Linkage:** This project would make a good case study for the ecotourism workshop (3.1). Potential partners for this project include the Soil Conservation Service's Resource Conservation and Development (RC&D) program and the Guam Department of Planning program to provide access to special areas for physically challenged people.

4. PALAU PILOT PROJECTS

4.1 Rainforest and Mangrove River Tour (PSU)

- Action:** Organize a one-day tour of the Ngeremlengui area on Babeldaob Island, including the estuary, river(s), Japanese guns, Imeungs village ruins, and a traditional dance and dinner (Figures 33 and 42). Document the project as a case study.
- Goal:** Develop and test a forest-based tourism product as a demonstration project. Train local guides and hosts and obtain feedback from American special interest tourists. Make this information available to others who are interested in developing similar programs.
- Comments:** This area has all the elements needed for a high quality tour. In addition, Governor Skebong is an advocate of ecotourism. See Appendix D for a detailed proposal.
- Estimate:** 2 weeks coordination plus \$3500.
- Linkage:** Portland State is willing to add this tour to their 10-day study tour of Palau. Also, the Palau Chapter of OISCA is interested in sponsoring this as an activity for visiting Japanese (see below).
- Contact:** Dick Dewey, Portland State University, School of Extended Studies. Laurie Lubeck, an ecotourism consultant and lecturer at Rikkyo University, Tokyo can provide information and contacts with Japanese universities, travel organizations and conservation NGOs.

4.2 Rainforest and Mangrove River Tour (OISCA)

Action: Organize a tour for Japanese based on project 4.1, develop questionnaires for use by OISCA, a Japanese conservation NGO, and document the results in a case study.

Goal: Identify Japanese preferences in forest-based tourism and make this information available to others who are interested in developing programs targeted to Japanese special interest tourists.

Comments: OISCA already sponsors trips and activities to Palau. This trip would follow the same itinerary as the PSU pilot (4.1).

Estimate: 1 week coordination and development of the questionnaire plus \$500 to OISCA for handling the questionnaires (translation, supervising, reporting the results, etc.)

Linkage: This tour would come after the PSU test (4.1).

Contact: Dr. Minoru F. Ueki, Palau Chapter President of OISCA International.

4.3 Forest Folk Experts Inventory

Action: Conduct an inventory of forest folk experts, in cooperation with the Division of Cultural Affairs.

Goal: Identify who is capable of demonstrating traditional crafts and conducting cultural/historical tours.

Comments: The inventory will include brief descriptions of Palauans with expertise in traditional skills of interest to visitors, including handicrafts, dance/chants, wood carving, food preparation, canoe and house construction, and medicines. See Appendix F for more details.

Estimate: An exact cost estimate is not available but will be approximately \$2,000. This will cover transportation and photo documentation. Staff salaries and the use of office facilities, boat, truck, and video camera will be provided by the Division of Cultural Affairs.

Linkage: Palau's Division of Cultural Affairs would conduct the inventory under a contract with the Department of Resources and Development.

Contact: Dave DeFant and Florencio Gibbons, Ministry of Community and Cultural Affairs, Division of Cultural Affairs (Palau Historic Preservation Program).

4.4 Ecotourism Brochure

Action: Assist the Palau Visitor Bureau with the development of their ecotourism brochure. Identify key sites and develop a forest adventure theme.

Goal: Promote responsible forest-based tourism in Palau, perhaps linked with the dive industry.

Comments: Some of this information is already available in Fred Bell's report. A "dive into the jungle" adventure theme would fit with Palau's dive market.

Estimate: 2-4 weeks.

Linkage: Utilize sites identified in the pilot forest tour (4.1) and traditional forest resources and activities identified in the inventory of forest folk experts (4.3).

Contact: Mary Ann Delemel, Palau Visitors Authority.

4.5 Japanese Botanical Garden

Action: Support historical research in Japanese archives to locate information on the Japanese botanical garden.

Goal: The ultimate goal is to develop the historic garden as a tourist attraction and nature center.

Comments: The botanical garden was developed during Japanese occupation of Palau prior to WWII. It has not been maintained for some time but could be restored and interpreted for use by locals and Japanese tourists if the original records can be located and translated.

Estimate: Financial support for travel and two weeks of research in Japan.

Linkage: The Palau chapter of OISCA is a potential partner.

Contact: Dr. Minoru F. Ueki, Palau Chapter President of OISCA International

4.6 Portland State University Educational Tours

Action: Develop an agreement with Portland State University to cooperate with its natural and cultural history tour program, sponsor individuals to participate in PSU tours to observe how this type of tourism program works, evaluate and document the 1994 program for deaf students with Gallaudete University as a case study, and collaborate with PSU on the development of programs with Japanese students at Sapporo University and Otamai College (Osaka).

Goal: Use PSU's study tour program as a base for promoting ecotourism in Micronesia, assist other islands and institutions to develop similar programs, educate officials from other islands, and expand these programs to include handicapped and Japanese students. Make information about PSU's program available to others who may be interested in developing a similar program in their area.

Comments: PSU's tour program is probably the best model for educational travel in the Pacific and they are willing to assist other islands and institutions in developing similar programs elsewhere.

Estimate: 1 week negotiation, 2 weeks evaluating the tour, 1 week report writing and \$2000 to sponsor each official observer on the tour.

Linkage: PSU will be testing the pilot forest tour (4.1). Photographs of the tour program would make excellent illustrations in the ecotourism brochure (4.4). Other projects that could be covered under this cooperative agreement include the Ngemelis Island tour (4.8) and the interpretive brochure for Jellyfish Lake (4.9).

Contact: Dick Dewey, Portland State University, School of Extended Studies.

4.7 Ecotourism Workshop

Action: Plan and conduct a workshop to introduce the concepts of ecotourism, suggest ways to implement ecotourism locally, and provide technical assistance to local businesses.

Goal: Encourage the development of sustainable, low-impact forms of tourism that will protect Palau's unique natural and cultural resources, educate off-island tourism and business experts about Palau's potential for ecotourism, and increase the average length of stay for tourists.

Comments: The target audience is businessmen, natural resource managers, tour operators and guides, tourist agents, hotels, and local government officials.

Estimate: 2 days for a USFS specialist and at least one ecotourism contractor plus 10 days preparation. Preparation time can be reduced to 2 days if a training package has already been developed (8.10).

Linkage: The University of Hawaii Pacific Business Center is a potential partner with considerable experience and interest in this topic.

4.8 Ngemelis Island Tour

Action: Plan and test a tour and train local guides to interpret forest cultural and natural resources on Ngemelis Island.

Goal: Connect with the dive industry, develop a new tourism product, train SCUBA guides as forest tour guides, and share the results with others who may be interested in developing a similar project in their area.

Comments: Ngemelis Island is a popular lunch/rest stop for SCUBA divers and contains significant cultural and natural attractions. It is also used by the PSU study tour. See Appendix E for a detailed proposal.

Estimate: \$10,280 contract to PSU plus 1-2 weeks time for a USFS employee.

Linkage: Include as part of the cooperative agreement with PSU (4.6). This project is an excellent opportunity to develop a relationship between the dive industry and forest-based tourism.

Contact: Dick Dewey, Portland State University, School of Extended Studies.

4.9 Jellyfish Lake Interpretation

Action: Develop interpretive materials and guidelines for visitor use at Jellyfish Lake, based on a comprehensive interpretive plan.

Goal: Environmental education and proper visitor use (jellyfish etiquette).

Comments: Jellyfish Lake is a world-famous marine lake containing millions of stingless jellyfish (Figures 37 and 38). Thousands of visitors come here to hike the short rainforest trail to the lake and swim with the jellyfish. This is a unique and important opportunity to reach these people with a message about the importance of the area's terrestrial and marine resource.

Estimate: 2-3 weeks.

Linkage: This is one of the regular stops on the PSU tour (4.6) and one of the premier attractions for the ecotourism guide (4.4). This project is an excellent opportunity to develop a relationship between the dive industry and forest-based tourism.

5. POHNPEI PILOT PROJECTS

5.1 Pohnlangas Forestry Station

- Action: Develop an interpretive plan and trail design to use the station as an environmental education center and tourist attraction. Develop an interpretive brochure.
- Goal: Increase the utilization of station to demonstrate its value to local residents and politicians, to counteract pressure to convert it to homesteads. Provide high quality environmental education and interpretation through the development of a nature trail and interpretive center.
- Comments: Currently the station consists of an administration building, including one of the few public toilets in this immediate area, a plantation, nursery, and a new "nahas" traditional house constructed of local materials which can be used to display artifacts made from native woods and other forest products (Figures 49 and 50). The station presently has a staff of eight forestry employees and is located on the main road. It is an attractive location and has all the elements needed to become an important stop on the around-the-island tour. Fruit stands, or a formal fruit-tasting program like that offered on Rota, could also provide direct economic benefits to local families.
- Estimate: 3-4 weeks.
- Linkage: Include the station in the ecotourism workshop (5.2) and tour guide training (5.3). Use the agroforestry guide (8.3) to interpret the trees and forest products. Consider Job Training Partnership Act (JTPA) funding and manpower assistance.

5.2 Ecotourism Workshop

- Action: Plan and conduct a workshop to introduce the concepts of ecotourism, suggest ways to implement ecotourism locally, and provide technical assistance to local businesses.
- Goal: Encourage the development of sustainable, low-impact forms of tourism that will protect Pohnpei's unique natural and cultural resources, educate off-island tourism and business experts about Pohnpei's potential for ecotourism, and increase the average length of stay for tourists.
- Comments: The target audience is businessmen, natural resource managers, tour operators and guides, tourist agents, hotels, and local government officials.
- Estimate: 2 days for a USFS specialist and at least one ecotourism contractor plus 10 days preparation. Preparation time can be reduced to 2 days if a training package has already been developed (8.10).
- Linkage: The University of Hawaii Pacific Business Center is a potential partner with considerable experience and interest in this topic.

5.3 Tour Guide Training

- Action: Hire an expert on nature guide training to develop a training program for commercial jungle tour guides, in cooperation with local government agencies, and conduct a demonstration training session.

Goal: Initial products will include an instructor's notebook, a demonstration workshop, and a group of qualified trainers available to teach guides on Pohnpei and elsewhere in the FSM. Ultimately, this will result in increased use of existing forest sites suitable for tourism and improved quality of interpretive information presented to visitors.

Comments: This is a teach-the-teachers approach.

Estimate: 2 weeks to prepare the materials, 2-3 days for the workshop, and a week to incorporate the workshop results into the notebook and prepare a final version. Preparation time can be cut to 2 days if teaching materials are available from other sources (8.11).

Linkage: Possible partners include the Pacific Island Network and the Community College of Micronesia. Similar training is proposed for Saipan (1.4).

Contact: Two possible consultants from Australia are Dr. Nicky Goudberg, Queensland National Parks and Dr. Betty Weiler, University of Newcastle, New South Wales.

5.4 Salapuk Village Ecotourism

Action: Provide technical support to The Nature Conservancy in assisting the village of Salapuk's ecotourism program.

Goal: Provide a sustainable alternative to expanding cash crop gardens on steep, unstable mountain slopes by developing nature tours and hiking trails.

Comments: Currently, the proposal is awaiting a decision by the village. This is an important pilot project which could serve as a model for other islands. Technical support would likely be in the area of trail design, interpretive materials, and guide training.

Estimate: To be determined.

Linkage: Villagers would benefit from participation in the ecotourism workshop (5.2) and guide training (5.3).

Contact: Bill Raynor, The Nature Conservancy, Pohnpei.

5.5 Pwudoi Brochure

Action: Develop an interpretive guide for the Pwudoi Wildlife Sanctuary and boardwalk (Figures 46 and 53).

Goal: Provide visitors with interpretive information on the mangrove ecosystem, including the freshwater eels and prehistoric basalt "log" ruins.

Comments: Although this is a popular destination, no written information is currently available and the quality of the verbal information is highly variable depending on the guide's background.

Estimate: 2 weeks.

Linkage: The Pwudoi Sanctuary should be featured in the ecotourism workshop (5.2), and tour guide training (5.3). Interpretive information developed for Pohnpei's mangroves (5.12) can be used here also.

5.6 TNC Watershed Project

Action: Write a section on rural development/ecotourism for The Nature Conservancy watershed plan.

Goal: Assist TNC with their watershed project funded by the Asian Development Bank.
Comments: This is in support of a \$505,000 grant from the Asian Development Bank to TNC for protecting Pohnpei's watershed. TNC might be able to provide some financial support for transportation and per diem for USFS detailers.
Estimate: 8 weeks.
Linkage: A rural development/ecotourism expert could also assist with other pilot projects while on Pohnpei.
Contact: Bill Raynor, The Nature Conservancy, Pohnpei.

5.7 Pahnsile Waterfall Trail

Action: Develop a nature trail to Pahnsile Waterfall.
Goal: Provide access and interpretive information.
Comments: The local community is interested in developing this areas as a tourist attraction, perhaps as a part of a larger project involving traditional dances by the Senpen Youth Organization. The Attractions Development and Maintenance Plan identifies three activities for this area: placement of a trail marker at the trailhead, clearing vegetation and placing logs or rocks on muddy sections of the trail, and building 50 yards of new trail down to the waterfall (Drought 1993:17).
Estimate: 2-4 weeks.
Linkage: Develop a self-guided brochure (5.8) and consider Job Training Partnership Act (JTPA) funding and manpower assistance.
Contact: Pohnpei Watershed Advisory Committee.

5.8 Hiking Guides

Action: Develop self-guided brochures for selected hikes.
Goal: Promote hiking, environmental education, and proper etiquette. These guides could also assist local businesses by informing hikers of guide services, equipment rentals, buses and taxis, restaurants, and other sources of visitor services.
Comments: The guides can be patterned after the excellent Recreational Series Guides written by Kit Dahl, previously with the Community College of Micronesia Sea Grant program.
Estimate: 2 weeks each.
Contact: To be determined.

5.9 Nan Madol Interpretation

Action: Assist the Office of Historic Preservation and the Tourist Commission in the development of visitor services for Nan Madol (Figure 56).
Goal: Develop an interpretive plan, design signs (English and Japanese), and identify tour routes, and photo opportunity stations, as part of a Master Plan for the long-term preservation of Nan Madol and its development as a tourist attraction.
Comments: This work will complement the excellent map/guide of Nan Madol.
Estimate: One month minimum.

Linkage: Interpretive information developed for Pohnpei's mangroves (5.12) can be used here. Refer to the proposal for a Master Plan for Nan Madol for more details (SPREP 1993).
Contact: Emensio Eperiam, Division of Historic Preservation, Department of Lands.

5.10 Lenger Island Inventory

Action: Inventory and document the extensive historic Japanese features on Lenger Island and make recommendations for interpretation.
Goal: Protect the island's historic resources and make them available for public use.
Comments: This small island off the northeast corner of the airport was a major Japanese military installation and served as a seaplane facility up until the 1970s. Riddled with tunnels and military equipment, it is been described as an "immobile battleship" and could become a major tourist attraction.
Estimate: 2 person-months (2 people for one month preferred).
Linkage: Rufino Mauricio, FSM Archeologist, could provide technical assistance.
Contact: Emensio Eperiam, Division of Historic Preservation, Department of Lands.

5.11 Lidorkini Museum

Action: Develop an interpretive plan for a rainforest/agroforestry display at the Museum. Make recommendations for expanding museum programs in natural history.
Goal: Appreciation of rainforests and agroforestry.
Comments: The museum is a small but attractive facility that currently highlights Pohnpei's pre-contact culture. It has the potential to serve as a major tourist attraction and contact point for distributing visitor information.
Estimate: 3-4 weeks.
Linkage: Information and illustrations from the agroforestry interpretive guide (8.1) could be used here.
Contact: Emensio Eperiam, Division of Historic Preservation, Department of Lands.

5.12 Mangrove Interpretation

Action: Develop an interpretive plan and interpretive materials for Pohnpei's mangrove ecosystems.
Goal: Appreciate and protect Pohnpei's mangroves and support specially designated mangrove parks.
Comments: Three to 6 areas have been recommended as parks and marine reserves by William Metz. A simple, 2-page "Plants of the Mangrove Forest" guide developed for Kosrae could be used as a model.
Estimate: 2-3 weeks.
Linkage: This general information can be used for most of the pilot projects proposed for Pohnpei, but would be especially useful in interpretive materials for Nan Madol (5.9) and the Pwudo Wildlife Sanctuary (5.5).
Contact: William Metz, USFS mangrove expert, Pacific Southwest Region.

5.13 Pohnpei Attractions Development and Maintenance Plan

Action: Provide technical assistance to implement the plan.

Goal: Improve existing tourism attractions.

Comments: The plan was developed by Amie Drought, University of Oregon, as part of the University's Micronesia and South Pacific Technical Assistance Program (Drought 1993). The plan's goals are to improve and beautify attraction sites, provide greater access to scenic areas currently not accessible to visitors, and increase tourism activity within Pohnpei. Specific activities include tree planting, general trash collection and grass/brush cutting, signing, restroom construction, trail markers, trail clearing, trail building, constructing steps along steep trail sections, repainting or replacing wooden door and roof of Japanese shrine, and stabilization of stone walls at Nan Madol.

Estimate: 2-10 weeks.

Linkage: Many of the sites identified as potential pilot projects above will be addressed in the tourism plan.

Contact: Maradel K. Gale, University of Oregon.

5.14 Enipein Marine Park

Action: Provide technical assistance to the Park.

Goal: Expand and improve the Park's tourism infrastructure and programs to attract additional visitors and enhance their recreational experience.

Comments: The Park has been in operation for a few years but still needs assistance with mangrove boardwalks, scientific inventories of plants and animals (for interpretation), interpretive materials, upland forest trail marking in and around Enipein village, photographic displays, and materials for a resource library.

Estimate: Negotiable.

Linkage: Information on mangroves (5.12) would be useful here. An ecotourism workshop on Pohnpei (5.2) would have to consider Enipein as a case study. Upland hiking trails would involve Salapuk Village (5.4). A tourism package and regional plan for the entire south side of the island is also needed.

Contact: Peter Valentine, James Cook University, Australia.

6. KOSRAE PILOT PROJECTS

6.1 Conservation Area Tourism Development

Action: Assist with interpretive planning and the implementation of projects in the proposed Conservation Areas in the Okat, Yela, and Utwe-Walung areas.

Goal: Plan and implement various types of nature and cultural-based tourism projects associated with Kosrae's unique mangrove ecosystems, including: boardwalks, trails, canoe rides, village agroforestry tour/brochure, interpretive materials and signs, and visitor center.

Comments: For details, refer to Kosrae Island Integrated Coastal Resources Assessment for Biodiversity/Cultural Conservation and

Nature-Based Tourism edited by Wilson and Hamilton (1992). A general site plan for the visitor center has been completed and \$20,000 has been appropriated by the state legislature. A few canoe tours are beginning to be offered. Interpretive materials and signs are most urgently needed and would be easiest to accomplish. Interpretive information would complement and expand the existing guide The Mangrove Channels of Kosrae prepared by the Sea Grant program of the Community College of Micronesia (Kosrae Recreational Guide #2).

Estimate: Negotiable.

Linkage: Construction assistance could be provided through the Civic Action Team. The University of Oregon's Micronesia and South Pacific Technical Assistance program is also a potential partner.

6.2 Home-Stay Brochure and other Elements in the Kosrae Tourism Master Plan

Action: Assist the Division of Tourism with implementation of elements of its Tourism Master Plan which are related to forest-based nature and cultural activities.

Goal: Plan and implement various tourism projects, including: slide show program narration, sign design, trail guides and maps of waterfalls and other forest attractions, self-guided photo tour/brochure, home stay brochure, postage stamp art design, general photography of scenery and special sites, bicycle routes, botanical garden, camping areas, and guide training.

Comments: For details, refer to the Kosrae State Tourism Master Plan - 1990-1994 (Wilson 1989). Interpretive materials and signs are most urgently needed and would be easiest to accomplish, especially trail guide/maps of Menka and Olum Waterfalls and a Tourism Information Leaflet for a homestay program.

Estimate: Negotiable.

Linkage: The University of Oregon's Micronesia and South Pacific Technical Assistance program is a potential partner. A possible model for the home-stay brochure is the "Fale, Fala Ma Ti" (house, mat and tea) program in American Samoa.

Contact: Madison Nena, Director of Tourism.

6.3 Heritage Tourism and Historic Preservation

Action: Assist the Museum/Historic Preservation Office.

Goal: Possible projects include: conservation and interpretive plan for Leluh ruins, labels for museum displays, and self-guided photo tour of Leluh ruins and other cultural sites.

Comments: These projects would complement the existing guide The Leluh Ruins (Kosrae Recreational Guide #1) prepared by the Sea Grant program of the Community College of Micronesia. The Leluh Ruins (Figure 59) are second only to Nan Madol in spectacular architecture and are more accessible.

Estimate: Negotiable.

Linkage: The University of Oregon's Micronesia and South Pacific Technical Assistance program is a potential partner.

Contact: Berlin Sigrah, Historic Preservation Office.

6.4 Educational Tours

Action: Develop a plan and sample itinerary for an educational tour focusing on Kosrae's natural and culture history.

Goal: Encourage a university or non-profit organization to conduct a tour based on Portland State's Palau program.

Comments: Portland State has had a successful program in Palau for the past 5 years and is willing to assist other islands and institutions with similar programs. Interested individuals could observe the PSU program under pilot project 4.6.

Estimate: 2 weeks.

Linkage: The University of Oregon's Micronesia and South Pacific Technical Assistance program is also a potential partner.

6.5 Special Interest Tourism Prospectus

Action: Create a prospectus to attract the right ecotourism partners.

Goal: Develop connections with educational, special interest tourism organizations through a brochure and/or display.

Comments: This would illustrate Kosrae's unique potential for forest-based nature and cultural tourism, communicate its goals, and ask for potential partners to make proposals. Small-scale, family and educational tours are the types of special niche markets that are well suited for Kosrae's natural and cultural environment. Some of the information and photographs could also be used as a display for tourism trade shows and conferences.

Estimate: 3-4 weeks.

Linkage: Information and photographs from other projects could be used here.

Contacts: Possible partners and sources of assistance include Portland State University, Rascals in Paradise, Oceanic Society Expeditions, and Domestic Technology International.

7. FSM-WIDE PILOT PROJECTS

7.1 Heritage Tourism Assessment

Action: Inventory, photograph, and assess tourism opportunities for historic and cultural sites.

Goal: Promote heritage tourism throughout the FSM and use tourism as a tool for historic preservation.

Comments: Good quality photographs are needed for scientific documentation, assessing site condition, and for promoting heritage tourism with archeological sites, WWII sites and monuments, other historic properties, and traditional cultural activities.

Estimate: 1-2 months.

Linkage: This could be a joint project with the National Park Service. This individual could assist with and coordinate heritage related pilot projects proposed for Pohnpei (5.1, 5.9, 5.10) and Kosrae (6.1f, 6.2e, 6.3, 6.4).

Contact: Similar requests were made by Maderson Ramon, Administrator of the Division of Commerce and Industry, and SeNellie Singeo, National Historic Preservation Officer.

8. MICRONESIA-WIDE PILOT PROJECTS

8.1 Micronesia Agroforestry Interpretation

- Action: Develop an interpretive agroforestry guide and/or poster that can be used throughout Micronesia.
- Goal: Educate visitors about agroforestry, identify common food crops, avoid damaging gardens while hiking, and promote traditional foods. Also improve the quality of interpretive programs by providing materials that can be used by tour operators, guides, and visitor centers.
- Comments: Common fruits and vegetables can be extraordinary to visitors and give a locale its special flavor and authenticity. Yet there is a general lack of awareness of the importance of traditional methods of gardening and what local gardens and food plants look like in the wild. Because many plants are common to the Western Pacific, a single brochure or poster could serve all areas of Micronesia. Two possible models for a poster are 1) the Fiji agroforestry poster/calendar for 1991, produced by the Forestry Department Extension Service and containing 20 illustrations, plant names, and uses, and 2) the very popular Fishes of the Pacific poster, with names translated into English, Japanese, and local languages.
- Estimate: 2-6 weeks, depending on the availability of existing illustrations and information.
- Linkage: The University of Guam may already have the basic materials for this project. The East-West Center and Sea Grant program of the University of Hawaii might be interested in this project. An agroforestry guide would assist an Indigenous Agroforestry program on Guam (3.3), the Pohnlangas Forestry Station on Pohnpei (5.1), the Lidorkini Museum on Pohnpei (5.11), and village agroforestry tours on Kosrae (6.1).

8.2 Ecotourism Master Performers

- Action: Identify, train and support individuals who are interested in forest-based tourism.
- Goal: Develop local expertise in ecotourism and share these skills.
- Comments: It is much more cost effective to develop local expertise than to import it from outside Micronesia. Initially this effort should focus on identifying existing skills and interest and providing training and support for travel.
- Estimate: Negotiable.
- Linkage: Candidates could participate in any of the pilot projects described above, but it would be especially useful to have them involved with ecotourism workshops (2.2, 3.1, 4.7, 5.2, 8.10) and tour guide training (1.4, 5.3), the Portland State University natural history tour in Palau (4.6), the Micronesia Ecotourism Notebook (8.3), and the World Congress on Adventure Travel and Ecotourism in Tasmania November 1994.
- Contacts: Likely candidates include: Catherine Moncrieff, CNMI Forestry; SeNellie Singeo, FSM Historic Preservation Officer; Emensio Eperiam, Pohnpei Historic Preservation Office; and Beato (Bill)

Calvo, Rota Forestry Office. Dr. Peter Valentine, James Cook University, Australia, would make an excellent advisor.

8.3 Micronesia Ecotourism Notebook

Action: Distribute a final resource notebook focusing on ecotourism in Micronesia.

Goal: Provide the information and ideas on forest-based tourism to a wide audience.

Comments: A draft notebook is currently under development based on preliminary work done in 1993. This needs to be expanded and distributed.

Estimate: 4-6 weeks.

Linkage: Consider collaborating with similar ecotourism projects currently underway by the World Wide Fund for Nature (Australia) and the Pacific Business Center of the University of Hawaii. The Pacific Information Network and East-West Center are other possible partners.

Contact: Jerry Wylie, U.S. Forest Service, Intermountain Region.

8.4 Tourism Strategy

Action: Develop a strategy for forest-based nature and cultural tourism in Micronesia.

Goal: Provide a strategic framework that will establish priorities and promote a coordinated effort among island agencies, tour operators, federal and state agencies, and regional/international organizations and universities.

Comments: No comprehensive strategy exists.

Estimate: 4-6 weeks.

Linkage: A starting point might be cooperative projects and workshops with PATA (8.13), Portland State University (4.6), Oregon State University, and the National Park Service (8.7).

Contacts: Dr. Peter Valentine, James Cook University, and Marguerite Young, WWF-Australia.

8.5 Dive Industry Coordination

Action: Coordinate with the tourism organizations involved with dive tourism in Micronesia. Provide them with information on forest-based tourism, and produce joint products (articles, brochures, FAM tours, etc.) that benefit resource conservation and dive tourism.

Goal: Establish a working relationship with the dive industry, to understand their needs and interests in forest-based recreation and produce benefits that are mutually beneficial to both dive tourism and forest tourism.

Comments: Originally, international SCUBA organizations such as PADI, NAUI, and SSI were thought to be the logical partners. However, these are too narrowly focused on technical training. Although there are many inbound tour operators and outbound tour companies specializing in SCUBA diving, the only company that exclusively specializes in and covers all of Micronesia is Trip-N-Tour Micronesia.

Estimate: 1-3 weeks.

Linkage: This work is probably best conducted as part of other projects involving travel in Micronesia and coordination with other organizations, such as PATA. Information can be obtained for use by the dive industry during this travel. Although the scope of this program would be Micronesia-wide, initial activities could focus on the Ngemelis Island (4.8) and Jellyfish Lake projects (4.9) in Palau, the #1 dive destination in the World.

Contacts: Mike and Vikki Musto, Trip-N-Tour Micronesia, and Ray Tabata, University of Hawaii Sea Grant Extension.

8.6 C.A.T. Coordination

Action: Coordinate with and develop a cooperative agreement with the Navy to use Civic Action Teams.

Goal: Foster interagency coordination and cooperation between the Departments of Agriculture (U.S. Forest Service) and the Department of Defense in tourism-related construction projects.

Comments: Signs, mangrove boardwalks, and visitor centers are likely projects. Hiking trail construction is not a typical CAT project, unless special engineering is needed (e.g., steps). Architectural and engineering expertise is available through the U.S. Forest Service can complement the construction expertise provided by Civic Action Teams. Thirteen-man CAT teams are located on Palau, Pohnpei, Chuuk, Kosrae and Kwajalein.

Estimate: 1-2 weeks.

Linkage: Various construction projects.

Contact: Officer in Charge, DETCATGUAM.

8.7 Tourism Networking Workshop

Action: Help organize a meeting in Hawaii or Guam of agencies and organizations interested in forest-based tourism in Micronesia.

Goal: Increase cooperation and communication, increase efficiency and effectiveness, and reduce duplication of effort.

Comments: This workshop was suggested by Leo Barker of the National Park Service.

Estimate: 2 weeks coordination and 1 week for the meeting.

Linkage: Potential partners include the National Park Service, PATA, East-West Center, PIN, the Pacific Business Center, Portland State University, and the University of Oregon. This forum could consider a Micronesia Tourism Strategy (8.4) and discuss possible collaboration on the pilot projects proposed here.

Contacts: Angela Williams, PBS; Sharon Ziegler and Raymond Tabata, UH Sea Grant; Dr. George Ileda, UH School of Travel Industry Management; Jim Maragos, UH East-West Center; Dick Dewey, PSU; Maradel Gale, UO.

8.8 Tourism Grants

Action: Identify sources of potential grants for forest-based tourism projects.

Goal: Develop a resource guidebook for use by tourism and forestry programs throughout Micronesia.

Comments: Millions of dollars of grants are not utilized each year because no one knows they exist.

Estimate: 2-3 weeks.

Linkage: This information could be added to the Micronesia Ecotourism Notebook (8.3) and presented through various ecotourism workshops. Some of this information may be available through the University of Hawaii Pacific Business Center. Domestic Technology International could serve also serve as a consultant.

8.9 Forest Product Souvenirs

Action: Identify and document examples of souvenirs derived from local forests.

Goal: Increase local revenues, encourage the sustainable use of forest products, provide authentic souvenirs, and reduce the dependence on imported goods.

Comments: The sale of non-local souvenirs results in the "leakage" of profits out of local economies. Forest souvenirs can be derived from forest products directly or indirectly. There are many common examples of things made from forest products, such as woven and carved items. But there are many other innovative ideas which are not well known that could be shared. For example, in Kuranda, Australia very attractive and inexpensive jewelry is being made of polished wooden beads and seeds, and in Palau traditional fishing kites are made from leaves and bamboo. There are also things like photographs, slides, videotapes, and even audio recordings that indirectly embody forest values.

Estimate: This could be a separate pilot project or it could be a series of examples (or case studies) resulting from other pilot projects.

Linkage: This information could be added to the Micronesia Ecotourism Notebook (8.3) and presented through various ecotourism workshops. The University of Hawaii Pacific Business Center would be a possible partner. Domestic Technology International could serve also serve as a consultant.

8.10 Ecotourism Workshop Planning

Action: Develop an ecotourism workshop training outline.

Goal: Provide high quality information, consistency between workshops and avoid the expense of reinventing workshop courses from scratch.

Comments: A master outline could be reviewed well in advance of the workshops and modified to fit the needs of each island. This outline could be developed through a contract with a well-qualified ecotourism expert in consultation with others.

Estimate: Negotiable.

Linkage: This could serve as the basis for all the ecotourism workshops proposed above. The outline could become a part of the Ecotourism Notebook (8.3) and parts of the Notebook could be used in the workshop sessions. Possible partners include the Australian Ecotourism Society, The Ecotourism Society (U.S.A.),

the University of Hawaii Pacific Business Center, and James Cook University, Australia.

Contacts: Same as projects 8.4 and 8.7.

8.11 Guide Training Planning

Action: Develop a training outline for tour operators.

Goal: Provide high quality information, consistency between training sessions and avoid the expense of reinventing them from scratch each time.

Comments: A master outline could be reviewed well in advance of the training sessions and modified to fit the needs of each island. The best option would be to have this outline developed through a contract with a well-qualified ecotourism expert.

Estimate: Negotiable.

Linkage: This could serve as the basis for all the tour guide training proposed above. The outline could become a part of the Ecotourism Notebook (8.3) and parts of the Notebook could be used in the training sessions.

Contact: Two possible consultants from Australia are Dr. Nicky Goudberg, Queensland National Parks and Dr. Betty Weiler, University of Newcastle, New South Wales.

8.12 University of Oregon Micronesia and South Pacific Program

Action: Collaborate with the University of Oregon's Micronesia and South Pacific Technical Assistance Program and develop an agreement for doing projects and grants involving forest-based tourism.

Goal: Conduct future joint projects.

Comments: Initial contact has been made and information has been exchanged, but no specific proposals have been made yet.

Estimate: 2 weeks.

Linkage: Such a collaboration would facilitate many of the pilot projects proposed above.

Contact: Maradel Gale, Program Director.

8.13 PATA Coordination

Action: Coordinate with the Pacific Asia Tourism Association.

Goal: Establish a working relationship with PATA, provide them with information on forest-based tourism, and develop projects that promote forest-based nature and culture tourism. For example, develop questions which could be included in PATA marketing research questionnaires, to focus on visitor preferences in forest-based tourism.

Comments: This could be a temporary assignment, working directly with a PATA office, or an informal working relationship.

Estimate: Negotiable (1 week to 6 months).

Linkage: This project could be integrated with efforts to coordinate with the dive industry (8.5), universities (4.6, 8.12), and other agencies throughout the region (8.7).

Contact: Jordan Yee, PATA San Francisco office or Francis Matsutaro, PATA Micronesia Chapter Chairman (Palau Visitors Authority.)

APPENDIX B

POTENTIAL TOURISM PARTNERS AND SOURCES OF INFORMATION AND ASSISTANCE (Alphabetical order)

Civic Action Teams (CAT). Thirteen-man military Civic Actions Teams can assist with engineering and construction projects related to recreation and tourism. These include buildings, roads, bridges, signs, and boardwalks on Palau, Pohnpei, Chuuk (Truk), Kosrae, and Kwajalein. It may also involve trail construction where special expertise is needed for things like steps and safety handrails, but not routine trail construction.

Contact: Officer in Charge, 3rd NCB DETCATGUAM, PSC 455, Box 181, FPOAP 96540-2970. Phone 671/339-7132 (Guam).

Commonwealth of the Northern Mariana Islands (Saipan, Rota, Tinian)

Contacts: Stan Villagomez, Commonwealth Forester
Chatherine Moncrieff, Urban and Community Forester
Department of Natural Resources
Forestry Section
P.O. Box 5221 (C.H.R.B.)
Saipan, MP 96950
670/256-3317 or -9868, FAX 256-7154

Priscilla T. Dela Cruz, Deputy Managing Director
Marianas Visitors Bureau
P.O. Box 861
Saipan, MP 96950
670/234-8325, FAX 234-3596

Sandy McKenzie, Deputy Executive Director
Commonwealth Council for Arts and Culture
P.O. Box 553, CHRB
Saipan, MP 96950
670/322-9982, FAX 322-9028

Conservation International. CI is a non-profit NGO dedicated to preserving threatened ecosystems. Together with local NGO partners, CI has community-based ecotourism programs in the Solomon Islands, the Philippines, and Indonesia. The ecotourism projects in these areas are part of larger biological and socio-economic research, community development and conservation activities.

Contacts: Wendy Tan, 1015 18th Street NW, Suite 1000, Washington, D.C. 20036 U.S.A. Phone 202/429-5660, FAX 887-5188.

Mara DelliPriscoli. Mara DelliPriscoli is President and Managing Director of TLC, Inc., specializing in rural tourism development, travel marketing, and conferences. She organizes an annual conference on non-profit educational travel for alumni associations, continuing education offices at colleges and universities, museums, cultural organizations, and conservation groups in the

U.S.A. and Canada. She could assist islands with the development of special interest study programs and identifying potential institutional partners and travel operators who specialize in educational travel.

Contact: TLC, Inc., 8 Second Avenue SW, Ronan, MT 59864 U.S.A. Phone 406/676-8593, FAX 676-8524.

Dive Tourism Industry/Trip-N-Tour Micronesia. A cooperative project is proposed (8.5) that would establish a working relationship with the dive industry to build a bridge between marine and forest-based tourism that would be mutually beneficial to both. For example, an adventure and education-oriented "Dive into the Forest" program is possible that would connect dive tourists with forest-based activities during extended lunch breaks or for days when diving is not possible. Although there are many inbound and outbound dive tourism operators, the logical partner is Trip-N-Tour Micronesia, a California-based travel agency that sends more dive tourists to Micronesia than all others combined. Mike and Vikki Musto, the husband and wife owners, specialize in dive tourism to all parts of Micronesia and are interested in sustainable forest-based nature and culture tourism (Vikki is from Guam). Although the scope of this project would be Micronesia-wide, because Palau is the number-one-rated dive destination in the world, initial efforts could focus on high priority dive-related pilot projects at Ngemelis Island (4.8) and Jellyfish Lake (4.9). Strategic planning and coordination for tourism is another important area for collaboration (8.4 and 8.7).

Contacts: Mike and Vikki Musto, Trip-N-Tour Micronesia, 846 Williamston Street, Suite 202, Vista, CA 92084 U.S.A. Phone 619/724-0788, FAX 724-9897.

Domestic Technology International, Inc.. DTI offers technical assistance for sustainable, local economic development in both urban and rural communities worldwide. It uses a culturally sensitive, small business development approach which transfers technologies and technical skills to host communities. Five separate groups focus on Natural Resources Management, Food and Energy, Low Impact Ecotourism, Publications, and Village Arts (craft export). DTI's broad expertise could be especially useful in the development of forest-based souvenirs (8.9), locating grants (8.8), identifying low-impact tour operators (6.5), and organizing ecotourism workshops and tour guide training.

Contact: Malcolm Lillywhite, President DTI, P.O. Box 44, Evergreen, CO 80439 U.S.A. Phone 303/674-7700, FAX 674-7772.

East-West Center. The East-West Center of the University of Hawaii will also be interested in many of the same projects as the Pacific Business Center. In addition, they have special expertise in the area of comprehensive tourism assessments.

Contact: Jim Maragos, Department of Research and Education (Environment), East-West Center, 1777 East-West Road, Honolulu HI 96848 U.S.A. Phone 808/944-7271 (U.S.A.).

The Ecotourism Society - U.S.A.. TES provides ecotourism education and training, information services, and standards for ecotourism operators worldwide. TES is a possible partner in developing an ecotourism workshop outline (8.10).

Contact: Megan Epler Wood, TES Executive Director, P.O. Box 755, North Bennington, VT 05257 U.S.A. Phone 802/447-2121, FAX 447-2122.

The Ecotourism Society of Australia. This newly formed association is interested in ecotourism in the Asia-Pacific region and particularly in guidelines for ecotourism operators. Their 1993 workshop on the evaluation and accreditation of ecotourism operators in Australia could provide useful information and assistance for ecotourism workshops and guide training programs in Micronesia.

Contact: Noel Preece, President, P.O. Box 3839, Alice Springs, NT 0871 Australia. Phone 89-528-308, FAX 531-308.

Elderhostel. Elderhostel is a nonprofit educational travel organization that serves adults age 60 and older. International programs are 2-4 weeks long and stay at different institutions and locations each week. Courses and fieldtrips explore the host country's cultural and natural history.

Contact: Elderhostel, P.O. Box 1959, Wakefield MA 01880-5959 U.S.A. Phone 617/426-8056.

Federated States of Micronesia (Yap, Pohnpei, Chuuk, Kosrae)

Contacts: Sailas Henry, Administrator
Department of Resources and Development
P.O. Box PS 12
Palikir, Pohnpei FSM 96941
Federated States of Micronesia
691/320-2646, FAX 320-5854

SeNellie P. Singeo
National Historic Preservation Officer
P.O. Box PS-35
Palikir, Pohnpei FM 96941
Federated States of Micronesia
691/320-2343, FAX 320-5634

Dr. Nicky Goudberg. Dr. Goudberg is the Tourism Extension Officer for the Far North Regional Office of the Queensland Department of Environment and Heritage, Australia. She has experience with guide training for ecotourism operators that would be invaluable in developing similar training for Micronesia.

Contact: 10-12 McLeod Street, Cairns, Queensland Australia. Phone 61-70-52-3066, FAX 52-3080.

The "Green" Hotels Association. The Association sells informational items that encourage guests to conserve water and other resources. This is a type of visitor information and education that can help conserve limited island resources while saving hotels money. Because hotels are large-volume users of water for laundry, this program offers towel-rack hanger and sheet-changing cards asking guests to consider using towels and sheets more than once. The Association produces a catalog of environmentally-friendly products and various informational products for hotel guests, including general guidelines on water conservation, energy conservation and recycling. There is also a list of ways hotels around the world are helping to save energy and resources. The "Green" Hotels Association sells these items and donates 10% of profits to the Sierra Club.

Contact: Patricia Griffin, President. P.O. Box 420212 , Houston TX 77242-0212 U.S.A. Phone 713/789-8889, FAX 789-9786.

Guam

Contacts: Carlos Noquez, Territorial Forester
Forestry and Soil Resources Division
Department of Agriculture
P.O. Box 2950
Agana, Guam 96910
671/734-3948, FAX 734-0111

Joey B. Cepeda, General Manager
Guam Visitors Bureau
P.O. Box 3520
Agana, Guam 96910
671/646-8516, FAX 646-8861

Lourdes Perez Aguon, Vice President/Managing Director
Discover Guam
P.O. Box 2860
Agana, Guam 96910
671/649-8687, FAX 649-3487

Richard D. Davis
Guam Historic Preservation Officer
490 Naval Hospital Road
Agana Heights, Guam 96919
671/477-9620, FAX 477-2822

IMCC. IMCC is an international management services company specializing in financial market development and international trade. Its Market Access Regional Competitiveness (MARC) contract with USAID is targeting sustainable economic growth in the South Pacific through community-based private enterprises and exports, including ecotourism. It is currently studying sustainable tourism operators from North America and organizing ecotourism workshops in Fiji and Western Samoa, in cooperation with The Ecotourism Society.

Contact: Lance Marston, IMCC Washington Operations, 2101 Wilson Boulevard, Suite 900, Arlington, VA 22201 U.S.A. Phone 703/524-2600.

James Cook University, Australia. The University has recently developed a collaborative Research Center focusing on World Heritage rainforest and reef studies in Australia, funded by a 7-year \$20 million grant from the Australian federal government. Approximately \$300,000 of this will be for a rainforest visitor study administered by the newly combined Departments of Geography and Environmental Studies. The University also has an active Department of Tourism. Because of their growing interest in Micronesia, James Cook University can be an important ecotourism partner, especially in the area of training and tourism assessment. Mangrove boardwalk planning is another area of specialization.

Contacts: Peter Valentine, Department of Geography/Environmental Studies, Townsville, Queensland 4811 Australia. Phone 61-77-81-4111, FAX 81-4020. Also Alastair Birtles, Department of Tourism.

Kosrae

Contacts: Erick Waguk, Island Forester
Forestry Section, Division of Agriculture
P.O. Box 82
Kosrae, FM 96944
691/370-3017, FAX 370-2066

Madison Nena, Administrator
Division of Tourism
Department of Conservation and Development
Kosrae, FM 96944
Federated States of Micronesia
691/370-2228, FAX 370-2066

Berlin Sigrah
Kosrae Historic Preservation Officer
Department of Conservation and Development
Kosrae, FM 96944
Federated States of Micronesia
691/370-3078, FAX 370-3003

Leave No Trace. LNT is a program to teach skills to hikers, backpackers and horsepackers for protecting wilderness areas. Courses for training LNT instructors are offered through the National Outdoor Leadership School (NOLS), in partnership with the U.S. Forest Service. A product catalog is currently being developed that will show all existing LNT publications, videos, and posters available for purchase.

Contact: Leave No Trace, 288 Main Street, Lander WY 82502 U.S.A. Phone 307/332-8880, FAX 332-8811.

National Park Service. One of the National Park Service's primary program areas in Micronesia is historic preservation training and assistance. They should be contacted about various projects involving heritage tourism and training to see if they are interested. They are also potential partners in

the development of a regionwide tourism strategy (8.4). It is important to have the NPS involved at an early stage, so that they can get projects programmed into their 2-year budget cycle.

Contact: NPS Western Region, 600 Harrison Street, Suite 600, San Francisco 94107 U.S.A. Phone 415/744-3916.

The National Trust for Historic Preservation. The Trust can provide information, training, and development assistance for heritage tourism.

Contact: Heritage Tourism Program, National Trust for Historic Preservation, 910 16th Street, Suite 1100, Denver CO 80202 U.S.A. Phone 303/623-1504, FAX 623-1508.

The Nature Conservancy (TNC). TNC is a non-profit organization whose mission is to preserve plants, animals, and natural communities by protecting lands and water resources. TNC works directly with local communities to integrate conservation programs with sustainable resource development, such as ecotourism, forestry, small-scale agriculture and aquaculture. Their Asia/Pacific program involves projects in Micronesia, Melanesia, and Indonesia. They also have a Japan program, coordinated from their international headquarters office in Washington, D.C. Possible collaborative projects with TNC include technical support to the Salapuk Village's ecotourism program (5.4), ecotourism workshops on Pohnpei (5.2) and Palau (4.7), and tour guide training on Pohnpei (5.3).

Contacts: Charles (Chuck) Cook, Jr., Director Micronesia Field Office, P.O. Box 1738, Koror, Palau 96940; FAX 680/488-1725. Bill Raynor, Pohnpei Field Representative. TNC Pacific Regional Office, 1116 Smith Street #201, Honolulu HI 96813 U.S.A. Phone 808/537-4508, FAX 545-2019.

Oceanic Society Expeditions. OSE is a non-profit organization promoting environmental stewardship, education and research through ecotourism. As the travel affiliate of Friends of the Earth, a global environmental advocacy organization, they offer trips worldwide involving non-invasive wildlife watching, low-impact rainforest and reef exploration, and research expeditions. OSE has offered programs in Micronesia in the past (Pohnpei, Chuuk, Yap, Palau) and they are interested in doing so again. They are looking for ideas and local connections to develop volunteer service projects involving forest-based natural and cultural activities.

Contact: Birgit Winning, Executive Director, Fort Mason Center, Building E, San Francisco, CA 94123 U.S.A. Phone 415/441-1106, FAX 474-3395.

OISCA International. The Organization for Industrial, Spiritual and Cultural Advancement, has programs for training, technical assistance, environmental education, research, conferences and cultural exchange throughout Asia and the Western Pacific involving agriculture, forestry and fisheries. OISCA sponsors tree-planting programs for adults and children. The Palau Chapter of OISCA is

interested in testing a rainforest and mangrove tour for a group of Japanese (4.2) and conducting historical research on a Japanese botanical garden (4.5).

Contacts: Headquarters in Japan, 3-6-12, Izumi, Suginami-ku, Tokyo 168, Japan. Phone 3-3322-5161, FAX 3324-7111. Dr. Minoru Ueki, President, OISCA Palau Chapter P.O. Box 1197, Koror, Palau 96940. Phone 680/488-2032.

University of Oregon. Initial contacts have been made with Micronesia and South Pacific Program (MSPP) and Program for the Advancement of Sustainable Communities (PASC) on the use of faculty and advanced graduate student technical assistants to help implement forest-based tourism pilot projects throughout Micronesia. Their graduate student internships are typically for three months. They are particularly interested in collaborating on projects in Kosrae, Pohnpei, Yap and Palau. (They have been contacted by private land owners on Yap who want to develop ecotourism enterprises. On projects like this involving private businesses, they anticipate a three-way arrangement involving the Pacific Business Center to handle the business aspects.) Specific projects which could involve the University include implementing the recommendations of the Pohnpei Tourism Plan (5.15) and the Kosrae Tourism Master Plan (6.2), visitor center for the Utwe Conservation Area, Kosrae (6.1), and development of an itinerary and prospectus for special interest educational tours on Kosrae (6.4 and 6.5).

Contact: Maradel K. Gale, Director Micronesia and South Pacific Program, 5244 University of Oregon, Eugene, Oregon 97403-5244 U.S.A. Phone 503/346-3815, FAX 346-2040 (U.S.A.).

Pacific Asia Tourism Association (PATA). PATA is the destination marketing organization responsible for the Asia Pacific area. It has a Micronesia Chapter with headquarters in Guam. Also, the San Francisco-based PATA Foundation manages special grants and scholarships and may be interested in educational and conservation tourism programs in Micronesia. PATA environmental programs include a code for environmentally responsible tourism and "PATA C.A.R.E.S." (Creating Awareness for Regional Ecotourism Success) that focuses on public environmental education, recycling, tree-planting, and dive awareness. A pilot project is recommended (8.13) that would temporarily assign a Forest Service representative with PATA's San Francisco or Guam office to establish a close working relationship, provide them with information on forest-based tourism, and develop joint projects that promote sustainable use of forest values. This would help us understand each other's needs and identify opportunities and procedures for cooperation. PATA would probably be most interested in inventory and assessments of tourism opportunities, workshops and training, and region-wide projects involving strategic planning and cooperation with other organizations, such as the dive industry.

Contacts: Lakshman Ratnapala, Executive VP, San Francisco Secretariat, PATA, 1 Montgomery Street, Telesis Tower, Suite 1750, San Francisco, CA 94104 U.S.A. Phone 415/986-4646, FAX 986-3458; Jordan Yee, Information Specialist 415/986-4646, FAX 986-3458.

Francis M. Matsutaro, Chairman PATA Micronesia Chapter, Palau Visitors Authority, P.O. Box 256, Koror, Palau 96940. Phone 680/488-2793, FAX 488-1725.

Ian Kennedy, VP PATA Pacific Division, Level 2, 80 William Street, Woolloomooloo, Sydney NSW 2011, Australia. Phone 2-332-3599, FAX 331-6592.

Pacific Business Center. The Pacific Business Center coordinates among university programs and resources of the University of Hawaii for tourism business assistance, master planning and project implementation. The Center will be interested in all projects involving commercial ecotourism activities. Therefore, they are potential partners in the ecotourism workshops, tour guide training, ecotourism certification, case studies, forest-based souvenirs, the ecotourism notebook, grants, and region-wide tourism strategy.

Contact: Angela Williams, Director Pacific Business Center Program, University of Hawaii, 2404 Maile Way, Honolulu HI 96822-2223 U.S.A. Phone 808/956-6286, FAX 956-6278.

Pacific Island Network (PIN). This consortium of federal agencies and non-governmental organizations, based at the University of Hawaii Sea Grant Program, is involved with a broad range of cooperative tourism and recreation projects throughout the Pacific. PIN is interested in regional cooperative tourism projects that promote wise use and development of coastal (island) resources. It has extension agents in the FSM, Guam, CNMI, and American Samoa dealing with environmental education, ecotourism, fisheries, and small scale business development. It has assisted the Eniyein Marine Park with a business plan and can provide assistance to other private operations with the request of local government. One particular area of possible collaboration is publications (map/guides, brochures, posters, etc.).

Contacts: Sharon Ziegler, PIN Coordinator and Christopher Dahl, PIN Program Advisor, 1000 Pope Road, MSB 226, Sea Grant College Program, University of Hawaii, Honolulu, HI 96822 U.S.A. Phone 808/956-9875, FAX 956-2858.

Palau

Contacts: Marcello Brel, Island Forester
Division of Agriculture
Bureau of Resources and Development
P.O. Box 460
Koror, Republic of Palau 96940
680-9/488-2504, FAX 488-1725

Mary Ann Delemel, Managing Director
Palau Visitors Authority
P.O. Box 256
Koror, Republic of Palau 96940
680/488-2793, FAX 488-1453

Pohnpei

Contacts: Herson Anson
Chief, Division of Forestry
Department of Conservation and Resource Surveillance
Pohnpei State Government
P.O. Box 562
Kolonia, Pohnpei FM 96941
Federated States of Micronesia
691/320-2402, FAX 320-2402 or 320-5997 or 320-2505

Youser Anson
State Tourism Officer
P.O. Box 66
Kolonia, Pohnpei FSM 96941
Federated States of Micronesia
691/320-2421, FAX 320-2505

Emensio Eperiam, Division Chief
Historic Preservation and Cultural Affairs
P.O. Box 158
Kolonia, Pohnpei FM 96941
Federated States of Micronesia
691-320-2715, FAX 320-5706

Portland State University (PSU). The School of Extended Studies at PSU has a successful educational tour program in Palau that they are willing to share with others. They have plans to expand this program in 1994 to include deaf students and students from Japan, and they are also potential participants in the rainforest and mangrove river tour (4.1 and Appendix D) and with projects at Ngemelis Island (4.8 and Appendix E) and Jellyfish Lake (4.9). PSU's local partner is the Belau National Museum. A formal agreement between the U.S. Forest Service and PSU may be needed to coordinate these projects.

Contact: Dick Dewey, Palau Program Director, Portland State University, P.O. Box 751, Portland, OR 97207 U.S.A. Phone 503/725-5388, FAX 725-4840.

Rascals in Paradise. Rascals in Paradise is an outbound travel operator that specializes in educational, soft adventure trips for families. Their 1994-1995 program includes trips to Fiji, Palau, Papua New Guinea, and Australia. This is the type of small-scale, family oriented niche market that would fit most islands in Micronesia, but particularly Kosrae, Palau and Rota.

Contact: 650 fifth Street #505, San Francisco, CA 94107 U.S.A. Phone 415/978-9800, FAX 442-0289.

Rota

Contacts: Frank L. Mesngon, Assistant Supervisor
Rota Travel Bureau
P.O. Box 503
Rota, MP 96951
670/532-3561, FAX 532-3562

Beato (Bill) M. Calvo (Rota zoo and ecotours)
P.O. Box 889
Rota, MP 96951
670/532-3394, FAX 532-3887

Saipan

Contacts: See Commonwealth of the Northern Mariana Islands

Sea Grant Extension Service. The SGES at the University of Hawaii has assistance programs mostly in Hawaii, with one area of focus in coastal recreation and tourism. They are potential partners in many of the pilot projects identified in this report, especially the ecotourism networking workshop and ecotourism opportunity assessments.

Contact: Raymond Tabata, Sea Grant Extension Service, University of Hawaii, Sea Grant Extension Service, 1000 Pope Road, MSB 226, Honolulu, HI 96822 U.S.A. Phone 808/956-2866, FAX 956-2858 (U.S.A.).

SPREP. The South Pacific Regional Environment Programme includes a tourism element which is interested in sustainable development. SPREP is a partner with The Nature Conservancy in the Pohnpei Watershed Project (5.6).

Contact: SPREP, P.O. Box 240, Apia, Western Samoa. Phone 685-21929, FAX 685-20231.

Tread Lightly! Inc. Tread Lightly! is a national education program dedicated to increasing awareness on how to enjoy public and private lands without causing damage from off-highway vehicles. It provides information through a wide range of educational materials, signs, products, editorial coverage, and manufacturer-generated advertising and promotions.

Contact: Tread Lightly! Suite 325, 24th Street, Ogden UT 84401 U.S.A. Phone 801/627-0077, FAX 621-8633.

Dr. Betty Weiler. Dr. Weiler is Senior Lecturer, Tourism and Marketing in the Department of Leisure and Tourism, The University of Newcastle, New South Wales, Australia. Her areas of specialty are ecotourist expectations and the evaluation of training programs for tour guides. She is currently studying Canadian and United States systems and developing a training program for the Tourism Council of the South Pacific (Fiji).

Contact: University of Newcastle, NSW 2308, Australia. Phone 61-49-21-6031, FAX 21-6902.

Wilderness Inquiry. WI is a nonprofit organization specializing in "hands-on" adventure travel trips that integrate people with diverse backgrounds, including people with physical disabilities. People with wheelchairs and other assistive devices regularly participate. Current WI programs emphasize water

trips using canoes, rafts and sea kayaks in North American, Russia, and Australia.

Contact: Wilderness Inquiry, 1313 5th Street SE, Box 84, Minneapolis MN 55414
U.S.A. Phone 612/379-3858.

World Wide Fund for Nature - Australia (WWF). WWF has many ecotourism-related pilot projects throughout the Asia-Pacific region which emphasize resource conservation and community development. Its Community Resource Conservation (CRC) program provides assistance to local landholding groups interested in long term resource conservation. With this broad experience, they could provide assistance with community involvement in tourism planning in Micronesia, facilitating and brokering programs and local decisionmaking to assure the proper "fit" with the cultural and political environment. WWF is currently assisting with the development of a Rock Island Reserve in Palau. It is also involved with an assessment of ecotourism development which will lead to the production of a case study notebook and guidelines. We might be able to exchange information and coordinate this work with the Micronesia Ecotourism Notebook.

Contact: Marguerite Young, WWF Australia, GPO Box 528, Sydney, NSW 2001, Australia. Phone 61-2-247-6300, FAX 247-8778.

Youth Challenge International - Australia. Youth Challenge organizes community development, health work and environmental research conducted by Australian volunteers ages 18-25 in developing countries worldwide. Projects last three months and have involved wildlife, mangroves, archeology, environmental education and ecotourism.

Contact: P.O. Box 222, Lindfield NSW 2070, Australia. Phone 2-330-5512, FAX 330-5130.

ORDERING INFORMATION FOR KEY ECOTOURISM PUBLICATIONS

Ecotourism: A Directory of Marketing Resources (edited by Shelley Attix)
Leeward Community College, O.S.P.C.S.-ECOT DIRECTORY, 96-045 Ala Ike,
AD-121, Pearl City, HI, 96782, U.S.A. \$10 U.S. for U.S.A. first-class
delivery; \$15 for international air delivery.

Third Global Congress of Heritage Interpretation International: Joining Hands for Quality Tourism (edited by Raymond Tabata, Jane Yamashiro and Gabriel Cherem, 1992).

University of Hawaii, Sea Grant-Extension, 1000 Pope Rd., MSB 226,
Honolulu, HI 96822, Attn: Ray Tabata. \$55 U.S.

Ecological Tourism and Small Business in the Pacific (PBC 1991)
The Pacific Business Center, University of Hawaii, 2404 Maile Way,
Honolulu, HI 96822 U.S.A. \$25 U.S. for U.S.A. first-class delivery; \$30
for international air delivery.

The Ecotourism Planning Kit: A Business Guide for Ecotourism Operators in the Pacific Islands (by Sherry Bushnell, 1994) \$25/\$30 U.S.

The Pacific Business Center (see above).

Ecotourism: A Guide for Planners and Managers (edited by Kreg Lindberg and Donald Hawkins, 1993) \$22 U.S.

The Ecotourism Society, PO Box 755, North Bennington, VT 05257, U.S.A.

Ecotourism Guidelines for Nature Tour Operators (TES 1993) \$8 U.S.

The Ecotourism Society (see above).

EcoTourism Business in the Pacific: Promoting a Sustainable Experience

Proceedings of the Ecotourism Conference, Auckland, New Zealand, October 12-14, 1992 (edited by John E. Hay).

Environmental Science, University of Auckland, Private Bag 92019, Auckland, New Zealand, Attn: John Hay.

Tourism and the Environment. A Guide to Challenges and Opportunities for Travel Industry Businesses (TIA 1992) \$75 U.S.

Travel Industry Association of America, Two Lafayette Center, 1133 21st Street, NW, Washington, D.C. 20036, U.S.A.

Getting Started: How to Succeed in Heritage Tourism (1993) \$25 U.S.

National Trust for Historic Preservation, 910 16th Street, Suite 1100, Denver CO 80202 U.S.A.

APPENDIX C - PATA CODE FOR ENVIRONMENTALLY RESPONSIBLE TOURISM
(Source: Pacific Asia Tourism Association)

Introduction

The Pacific-Asia Region's natural, social and cultural environment is a unique and finite resource. This environment is a key asset for the tourism industry. In order to plan for a sustainable future for the region and for the tourism industry, the Pacific Asia Travel Association recognizes the need for an environmental ethic amongst all those involved in tourism. In this code environmentally responsible tourism means tourism which: recognizes the necessity to ensure a sustainable future; meets the needs of the tourism industry today; and does not compromise the ability of this and future generations to conserve the environment.

Philosophy

- ** Recognition that all forms and all aspects of tourism have an impact upon the environment;
- ** Acceptance that tourism should be environmentally responsible;
- ** Acknowledgement that to be environmentally responsible the tourism industry should ensure that the impact of tourism does not adversely affect the environment;
- ** Acceptance that both tourism and conservation can be valid and complementary uses of the environment;
- ** Recognition that every part of the environment has limits beyond which development should not take place;
- ** Recognition of the need to foster greater understanding of the inter-relationship between tourism and environment.

In essence, the Code calls for PATA's Association and Chapter members to adopt an environmental ethic which will enhance: long-term profitability; product sustainability; and intergenerational equity.

The specific responsibilities PATA members are asked to accept are:

- ** Adopt the necessary practices to conserve the environment, including the use of renewable resources in a sustainable manner and the conservation of non-renewable resources;
- ** Contribute to the conservation of any habitat of flora and fauna, and of any site whether natural or cultural, which may be affected by tourism;
- ** Encourage relevant authorities to identify areas worthy of conservation and to determine the level of development, if any, which would ensure those areas are conserved;

- ** Ensure that community attitudes, cultural values and concerns, including local customs and beliefs, are taken into account in the planning of all tourism related projects;
- ** Ensure that environmental assessment becomes an integral step in the consideration of any site for a tourism project;
- ** Ensure that assessment procedures recognize the cumulative as well as the individual effects of all developments on the environment;
- ** Comply with all conventions in relation to the environment;
- ** Comply with all national, state and local laws in relation to the environment;
- ** Encourage those involved in tourism to comply with local, regional and national planning policies and to participate in the planning process;
- ** Provide the opportunity for the wider community to take part in discussions and consultations on tourism planning issues insofar as they affect the tourism industry and the community;
- ** Acknowledge responsibility for the environmental impacts of all tourism related projects and activities and undertake all necessary responsible, remedial and corrective actions;
- ** Encourage regular environmental audits of practices throughout the tourism industry and to encourage necessary changes to those practices;
- ** Foster environmentally responsible practices including waste management, recycling and energy use;
- ** Foster in both management and staff, of all tourism related projects and activities, an awareness of environmental and conservation principles;
- ** Support the inclusion of professional conservation principles in tourism education, training and planning;
- ** Encourage an understanding by all those involved in tourism of each community's customs, cultural values, beliefs and traditions and how they relate to the environment;
- ** Enhance the appreciation and understanding by tourists of the environment through the provision of accurate information and appropriate interpretation; and,
- ** Establish detailed environmental policies and/or guidelines for the various sectors of the tourism industry.

APPENDIX D
Prepared by Dick Dewey, Portland State University

PILOT ECOTOURISM ASSESSMENT OF NGEREMLENG
ESTUARY/FOREST & VILLAGES, BABELDAOB ISLAND, PALAU

Proposal - Tour Development: Cultural and environmental nature tourism (ecotourism). Development and assessment of a one day Ecotour.

Site: Ngeremlengy Estuary, on Palau's west coast of Babeldaob Island, has been named by the Nature Conservancy as the most important mangrove and estuary forested area in Palau. Much of Palau's highest marine biodiversity in the world is dependent on this ecosystem. The site's ecotourism attributes include the high tidal rivers with crocodiles, dugongs, mudsucker fish, archery fish, one of the world's most species-diverse mangrove systems and access to scenic present day and ancient village sites. The extensive ancient terraces that are accessible are the largest in all of Micronesia.

P.I.: Richard A Dewey, Director of the Palau Program and is Director of Natural Resources Education for Portland State University's School of Extended Studies. Mr. Dewey is a former U.S. Peace Corps volunteer in Ethiopia, where he worked on wildlife and ecotourism development. He spent 10 years in the U.S. Virgin Island as a teacher, protection planner, wildlife biologist and Director of Fish and Wildlife; much of the work involved tourism assessment and development. An additional five years was spent as the Director of Western Regional Stewardship for the Nature Conservancy.

Program Contact in Palau: Governor John Skebong

PROGRAM DESCRIPTION

Richard Dewey, P.I., over five years of ecotourism work in Palau, has successfully developed a respected cross-cultural nature tourism program in Palau. The expertise and connections that he brings to this program are:

- * Excellent nonpartisan working relations with Palauan educators, resource managers, politicians, agencies and organizations.
- * Half of his program instructors are Palauans with expertise in cultural and environmental resources, ethnobotany, politics, archaeology, fisheries and tourism.
- * International expertise in key biodiversity factors important to the conservation of Palau's environmental and cultural assets.

This proposed program will use two in place PSU-based academic study tours to scope and test the Ngeremlengy estuary and cultural area of Babeldaob Island. The program is in four phases:

Phase I - Scoping/Planning: With the Governor/Mayor of Ngerehlong state, which includes the Ngeremlengy estuary, Dewey will scope the area prior to the arrival of his groups. Michele Berke, Director, Gallaudet University Regional Center for the west coast and representing the Pacific region, will provide plan input for the deaf and hard of hearing participants in Session I. With the advisors listed, Dewey will develop the logistics and tour content to be tested with his first arriving session.

The tour's focus will be to see, explore and comprehend the environmental and cultural relationship between the tropical rain forest/mangrove ecosystems and the marine resources. The topic areas include reef, mangrove, forest and savanna natural history, cultural anthropology related to viewed archaeological developments, traditional Palauan culture (feast, chanting, story telling, Palauan hospitality) and some multi-disciplinary connections to modern day cultural demands. Safety and comfort are a required and paramount need that is built into the tour's content.

Phase II - Plan for Session I/Develop Content and Logistics Support: Develop logistics and content plan with the assistance of advisors.

Phase III - Session I Study Tour: About June 27, 1994, fifteen to twenty-five Session I participants consisting of stateside hearing and deaf students/adult learners will participate in the tour according to the plan developed in Phase I.

Evaluations: Participants will complete evaluation of the tour with emphasis on content, logistics, comfort and recommendations.

Phase IV - Replan: Based on Phases I, II and III observations and evaluations, the plan for the second session will be re-developed. Criteria for the replanning, as well as a summary of the participant evaluations, will be addressed in the final report.

Phase V - Session II Tour: Will occur about July 8, 1994; based on the replan, the second group, as with the first study tour, will be requested to evaluate the Babeldaob day tour.

Phase VI - Report: Based on the itinerary, content and evaluations, a report will be developed and sent to all interested parties. The report will also include recommendations for further tours.

PROGRAM COOPERATORS/TECHNICAL ASSISTANCE PERSONNEL

Richard Dewey, P.I., to coordinate and subcontract with the following people/organizations:

* Faustina Rehuher, Director, Belau National Museum, and archaeology staff person Kempus Madd. Expertise: culture, history of area, cultural dependence to marine and forest natural resources.

* Juliette Tellei, President, Palau Resources Institute. References, logistics assessment, cultural/environmental/forest connection, reporting.

* Belheim Sakuma, fourth chief of Airie, master fisherman. Arrangements, marine/fisheries consultation/tides, fish seasonality, cultural conservation.

* Bechus Singeo, guide. Knowledgeable in ethnobotany, present day agriculture.

* Demmei Otobed, Director, Conservation and Natural Resources. Expertise: agriculture/wildlife management, development mitigation.

* Chuck Cook, Director, The Nature Conservancy Micronesia Program. Complete biological inventory.

* John Engbring, USFWS Endangered Species Biologist, Washington State. Former Smithsonian Peach Corp Volunteer on Avifauna of Palau and author of Palauan Birds, the only definitive text on wildlife available to Palauan school-children and the public. Function: advisory.

* U S Forest Service contact: TBA

PROPOSED BUDGET - PROPOSAL #1

PILOT ECOTOURISM ASSESSMENT OF NGEREMLNGY
ESTUARY/FOREST & VILLAGES, BABELDAOB ISLAND, PALAU

Institutional Partners: PSU - Portland State University
GURC - Gallaudet University Research
Center at Ohlone College

Institutional Overhead Calculated into the Following Budget:

BUDGET/JOINT ALLOCATION	SHARE			
	GURC	PSU	USFS	TOTAL
<u>Phase I - Scoping/Planning (1 day):</u>				
Boat Transportation			\$400	\$400
Salaries (including OPE)				
Dewey		\$195		\$195
Berke	\$142			\$142
Meals/Water		\$ 40		\$ 40
Supplies (purchased		\$ 60		\$ 60
life jacket, 2-way				
UHF radio)				
Land Transportation				
(provided)				
Communications, prep-		\$ 15		\$ 15
arations				
<u>Phase II - Develop Plan:</u>				
Salary (including OPE)				
Dewey		\$100		\$100
Berke	\$ 40			\$ 40
Printer/Copying		\$ 30		\$ 30

BUDGET/JOINT ALLOCATIONSHARE

	<u>GURC</u>	<u>PSU</u>	<u>USFS</u>	<u>TOTAL</u>
<u>Phase III - Session I Tour:</u>				
Salaries (including OPE)				
Dewey		\$100		\$100
Berke	\$142			\$142
Interpreter/Deaf	\$114			\$114
Boats (3)(400/boat)		\$400	\$800	\$1200
Participants meals		\$535		\$535
Participant land trans		\$250		\$250
Local guide		\$ 35		\$ 35
Instructor meals/trans		\$185		\$185
<u>Phase IV - Re-plan:</u>				
Salaries (including OPE)				
Dewey		\$100		\$100
Secretarial/copying		\$ 75		\$ 75
<u>Phase V - Session II:</u>				
Salaries (including OPE)				
Dewey		\$195		\$195
Boats (3)		\$400	\$800	\$1200
Participant meals		\$535		\$535
Land transportation		\$250		\$250
Local guide		\$ 35		\$ 35
Instructor meals/trans		\$185		\$185

BUDGET/JOINT ALLOCATIONSHAREGURCPSUUSFSTOTALPhase VI - Report:

Salaries (including OPE)

Dewey

\$400

\$400

Berke (tourism consul- \$200

\$200

tation for the deaf)

Consultation Contract:

\$1500

\$1500

research resources,

logistics, information.

Palau Resources Institute

Clerical preparation

\$400

\$400

Grand Total/Shares:\$638\$4520\$3500\$8658

APPENDIX E
Prepared by Dick Dewey, Portland State University

NGEMELIS ISLAND PRELIMINARY PLAN

Introduction: Ngemelis Island, in the Ngemelis group of islands, lays on the southwest edge of the Palau archipelago. This area receives a roughly estimated 80% of all the commercial SCUBA tour dives because of its near proximity to world famous dive sites (Big Drop Off, Blue Corner, Shark City, and German Channel).

Power boats leave Koror daily at 0900, do one of the above dives about 1100 and stop at Ngemelis or Uhu La Rois for a three hour lunch/decompression break on the lovely beach. Seventy to ninety percent of the SCUBA people are Japanese; the remainder are primarily Australians, U.S. and German with lesser numbers from other countries. After the picnic-style lunch on the beach, the boats, with 6 to 10 divers each, return to make their second dive and return to Koror by about 4 or 5 pm.

While on the beach nearly all the tourist divers sit, eat, sleep, and play. The commercial dive masters, primarily Palauan, do likewise. Only rarely will the Palauans discuss their environment, culture or the rich habitat or life forms that abound on Ngemelis. Japanese graffiti in the historic cultural caves on Uhu La Rois indicate that Palauan guides are leading an occasional visit and not halting vandalism - the caves cannot be found without a guide. Palauan guides seem to have little interest in acting in the capacity of a guide to tourists, or to discouraging vandalism to historic or environmental sites. Indeed, some of the Palauans are perhaps the worst destroyers of their environmental or historic assets.

Ngemelis Island itself is a true jewel of the entire Palau archipelago in terms of its diverse forested habitats, the oldest archaeological ruins, thousands of square meters of relic-strewn middens, pristine beaches on the west and east sides, diverse and extensive tide pools, extensive sand tidal flats, acres of coconut groves, strange but lovely current channels, nests of the U.S. listed Micronesian Megapode habitat for endemic Micronesian Owls and Palauan Fruit Bats and undeveloped serenity/scenery that is stunning. Nearby Uhu La Rois Island is reached by a short walk (sand at low tide, 3 feet of water at high tide). There are geologic wonders, pristine rain forests, the ancient remains of a canoe dock, middens and village platforms, as well as a ridge cave system used by the ancient people for typhoon protection. Everything can be reached within one hour by walking.

Dilemma: Thousands of picnicking tourists, primarily Japanese, spend two to three hours on Ngemelis without leaving the southeast corner. They never see, nor do they have access to , the rich environmental and cultural histories that could be available. But to make it accessible may be to destroy Ngemelis with stolen archaeological artifacts, graffiti on trees and stalactites, loss of diversity in disturbed nest sites, trampled mudskipper and crab habitat, and trash.

Opportunity: Tourism is already at Ngemelis. International models exist whereby the site's ecotourism attributes could be carefully made available. The environmental and cultural wonders of Ngemelis could produce a true respect and pride in the Palauan guides and a knowledge and understanding of Palauan environment and culture in the SCUBA diving tourist.

Danger: If left alone, the ever increasing number of users will destroy the environmental and cultural values of Ngemelis, Palau's already accessible, most marketable asset.

Proposal:

Phase I - Scoping: With consultation from the Palau Resources Institute and Belau National Museum staff, meet with Koror chief to determine interest in carefully developing the potentials on Ngemelis without the loss of its environmental and cultural assets.

Phase II - Inventory: Working with the Belau Natural Museum and the Palau Resources Institute, inventory the ecotourism opportunities and educational potential for:

- A) The picnicking SCUBA divers
- B) Palauan school children and church retreat groups.

Emphasis would be on the southern half of Ngemelis and Uhu La Rois.

Phase III - Protection Plan, Preliminary Curriculum, Field Kits: Develop, with Belau National Museum, Palau Resources Institute and Jennifer Devlin, Education Director, Portland Audubon Society, the following:

- 1) A phased protection plan that provides sustainable educational, informational and tourism development.
- 2) Develop and test pilot natural history curriculum and test field kits for Palauan school children (many children in groups visit the island, but have no natural history or archaeological lessons or information). The curricula would stress forest, marine and archaeological resource understanding and conservation.
- 3) Provides recommendation for future development and funding support depending on the results.

PROPOSED BUDGET - PROPOSAL #2

NGEMELIS ISLAND PRELIMINARY PLAN

<u>BUDGET/JOINT ALLOCATION</u>	<u>SHARE</u>		
	<u>PSU</u>	<u>USFS</u>	<u>TOTAL</u>
<u>Phase I - Scoping:</u>	\$ 200		\$200
<u>Phase II - Inventory:</u>			
Salaries (incl OPE)			
Dewey	1300	100	1400
Devlin (Portland Audubon)	600	300	900
Supplies		200	200
Copying		80	80
Contract: Palau Resources Inst.		1500	1500
Report, incl. clerical PRI		1200	1200
Boat trip, 1 day, scoping		400	400
Boat trips, 8 days, both sessions - 50 people, testing curricula/kits	6000		6000
<u>Phase III - Report:</u>			
Salaries (Incl OPE)			
Dewey		1000	1000
Devlin		1000	1000
Contract: Palau Resources Institute: clerical, consultations, resources, information, logistics		3000	3000
Contract: Belau National Museum: references, consultation		1500	1500
<u>Grand Total/Shares:</u>	<u>\$8100</u>	<u>\$10280</u>	<u>\$18380</u>



DIVISION OF CULTURAL AFFAIRS

(PALAU HISTORIC PRESERVATION PROGRAM)

MINISTRY OF COMMUNITY AND CULTURAL AFFAIRS

**P.O. BOX 100, KOROR
REPUBLIC OF PALAU 96940**

August 26, 1993

Prospectus

**Palau Traditional Resource Inventory Project
U.S.D.A. Forest Service Micronesia Ecotourism Project**

As an initial step towards developing forest-based cultural/historical ecotourism resources within the Republic of Palau, the Palau Division of Cultural Affairs proposes in cooperation with the U.S. Forest Service to undertake compilation of an inventory of human resources capable of demonstrating traditional crafts and conducting cultural/historical tours. It is anticipated that such an inventory will be of tremendous value to governmental and private entities involved in the promotion of Palau's unique cultural and historical resources.

The Inventory will include brief descriptions (including names and addresses) of Palauans with expertise in traditional skills of interest to visitors. Specific resource categories to be included within the inventory might include: handicraft/basket making, traditional dance/chants, wood carving, food preparation/cooking, canoe and house construction, traditional healing/herbal medicines. Ideally, the inventory will also include multilingual individuals from each of Palau's 16 states who are capable of serving as cultural/historical guides and interpreters. In order to effectively illustrate the potential of the human resources identified within the inventory, it is proposed that the inventory include ample photo documentation of the various individuals engaged in their specialization. Such documentation will include still photography as well as a short professionally edited video.

Within Palau's Division of Cultural Affairs, Staff Historian Florencio Gibbons will have primarily responsible for compilation of the inventory. Working with Mr. Gibbons will be the Division's professional archaeologist, Mr. David G. DeFant.

It is foreseen that project expenses will primarily involve transportation and photo documentation. The services of Mr. Gibbons and DeFant, will be donated by the Division of Cultural Affairs. Additionally, the Division will provide for use of its office facilities, boat, truck, and video camera. All funding will be managed by the Division's local grantor agency -- the Palau Community Action Agency. A detailed proposal, with budget, will be submitted following careful consideration of the project scope.

Following the successful completion of the Inventory Project outlined above, the participants may wish to propose a second project phase involving the organization and marketing of such resources. Such a second phase might include recommendations regarding price structuring, marketing, and interpreter training programs.

PHOTOGRAPHS AND MAP

AUSTRALIA

Figure 1

This popular attraction for Japanese tourists in Kuranda combines a 30-minute boat tour with a 30-minute rainforest walk.

Figure 2

Japanese tourists appreciate and expect the attention to detail (cut flowers and plants) and cleanliness at this outdoor tea kitchen. Kuranda rainforest trail.

Figure 3

The pavillion and tables at this facility are maintained to an extremely high standard. The grass is neatly trimmed, the paint is fresh, the ground is carefully raked, and all surfaces are clean. Kuranda rainforest trail.

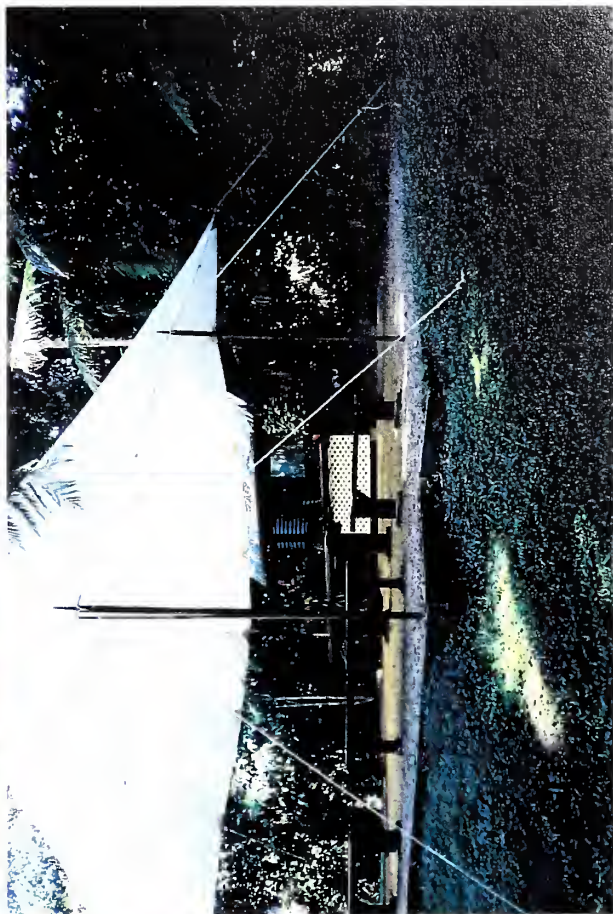
Figure 4

Japanese tourists at this attraction near Kuranda take a 20-minute rainforest tour in a WWII amphibious Army DUCK and then observe staged performances and displays of Aborigine culture.

1



2



3



4

AUSTRALIA

Figure 5

Jewelry made from polished wooden beads tumbled in a rock polisher can easily be made from local scraps. These make inexpensive, attractive souvenirs with local character.

Figure 6

Locally-produced jewelry can also be made from seeds and nuts.

Figure 7

This artificial rainforest habitat north of Cairns is a zoo, botanical garden, butterfly farm and aviary. It is covered with plastic mesh to provide partial shade and keep the birds in. This type of controlled environment provides a convenient alternative to those who do not have the time or desire to visit the real thing.

Figure 8

This river tour on the Daintree River just 2 hours north of Cairns attracts very few Japanese tourists.



AUSTRALIA

Figure 9

The Jack Barnes Memorial Boardwalk, near the Cairns international airport, allows visitors to conveniently experience the mangroves. Support posts are plastic pipe filled with concrete.

Figure 10

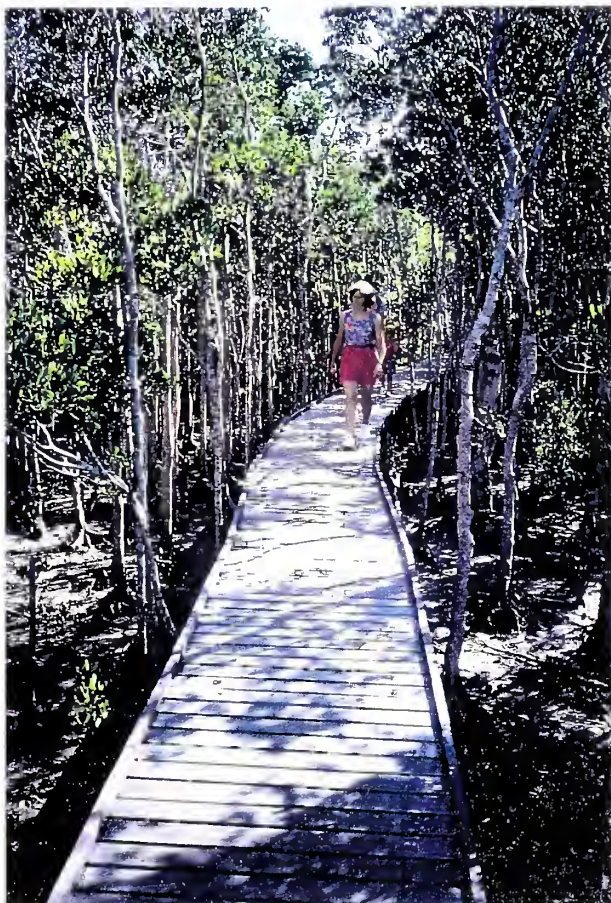
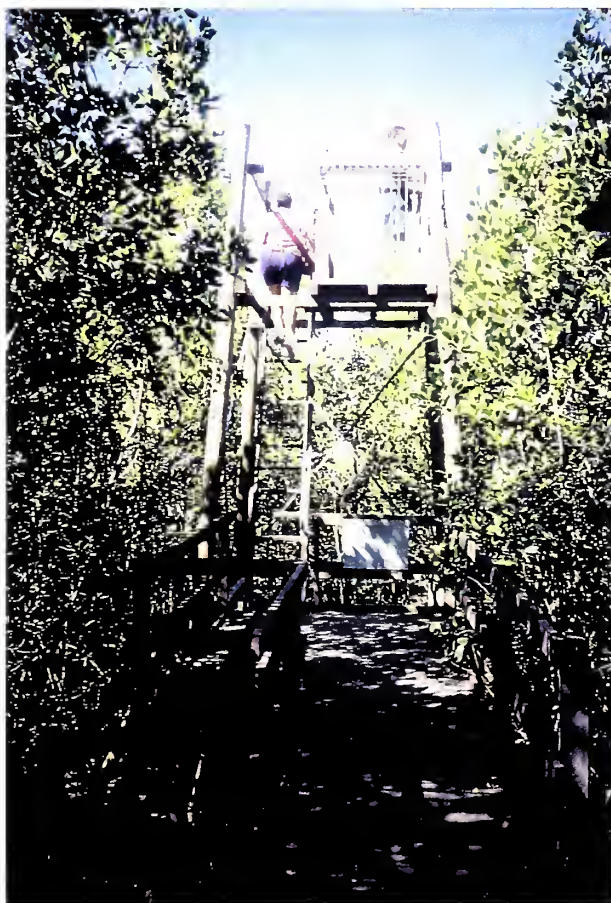
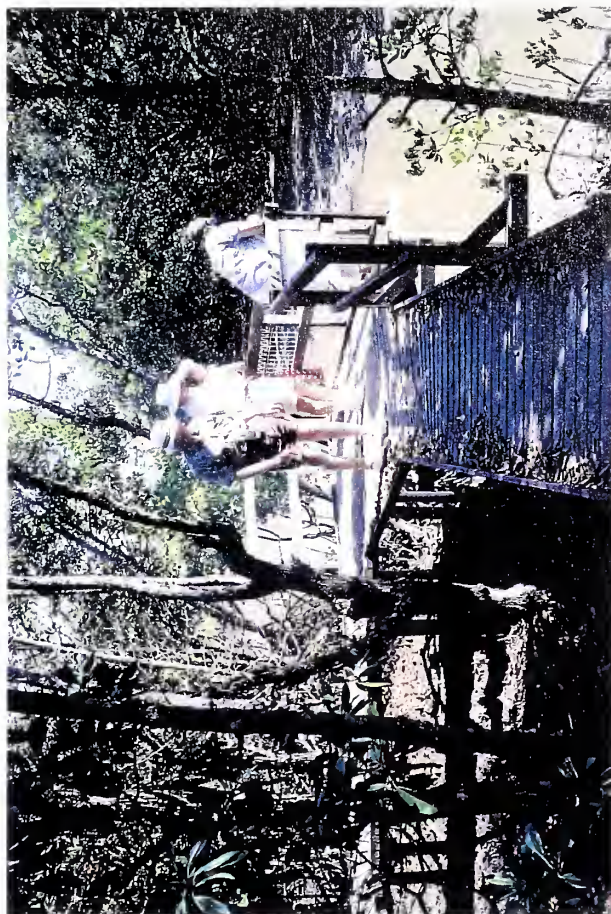
Viewing platforms along the boardwalk help focus visitors' attention and provide interpretive opportunities.

Figure 11

The viewing tower at the end of the boardwalk provides an interesting destination and allows visitors an unobstructed view of birds and surrounding scenery.

Figure 12

Frequent turns in the boardwalk route adds visual interest and increases the sense of discovery.



SAIPAN

Figure 13

Much of the northwest coast has significant resort development.

Figure 14

Isleta Maigo (Bird Island) on the northeast coast. The stairs lead to an overlook atop the cliff. Most of this area is a proposed wildlife reserve.

Figure 15

View of the northern half of Saipan from Mt. Takpochao, the highest point on the island.

Figure 16

A popular activity is sightseeing in small 4-wheel drive trucks with a canopy and bench seating in the rear.



SAIPAN

Figure 17

Signs installed by the Visitors Bureau are very attractive and effective.

Figure 18

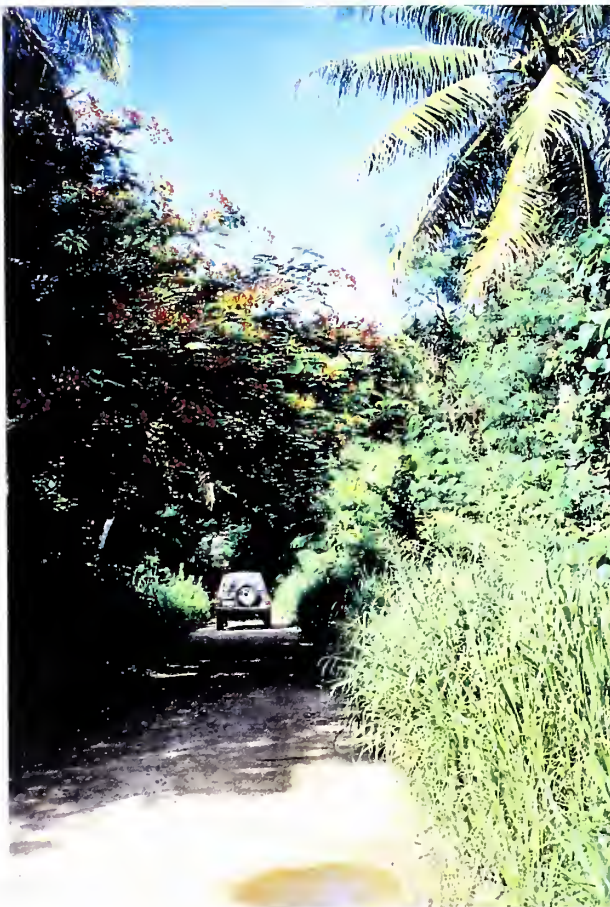
Urban Community Forester Catherine Moncrieff at the entrance to the Laderan Tangke Nature Trail.

Figure 19

The road along Laulau Bay, on the southeast side of the island, passes through a very scenic section of forest.

Figure 20

This type of sign seems to be very effective in reducing roadside littering.



ROTA

Figure 21

The new bird refuge at Futasanupanie Point overlooks a very wild section of the northeastern end of the island.

Figure 22

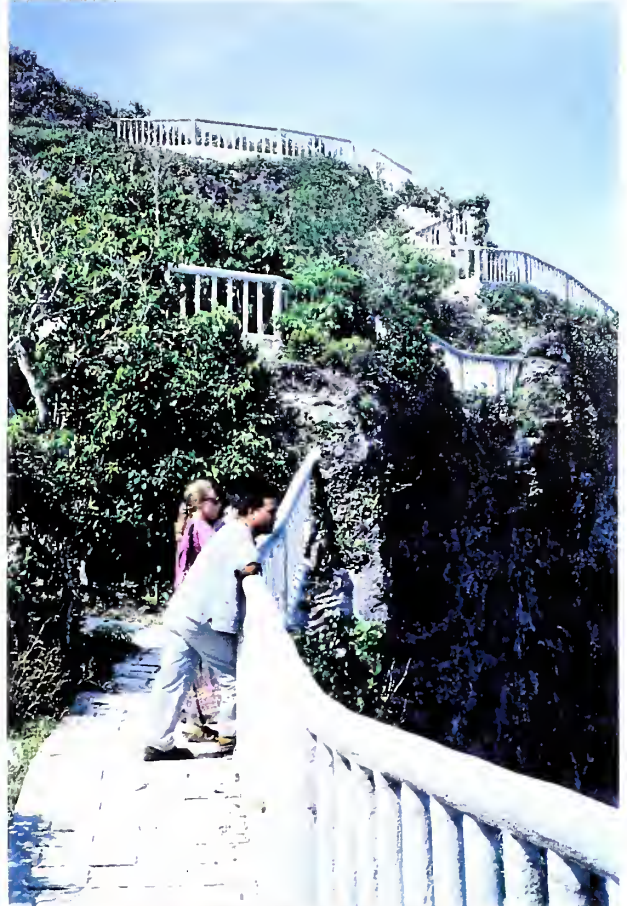
Elaborate system of concrete trails, stairs, and railings at the overlook at Futasanupanie Point bird refuge.

Figure 23

View of the main part of the island, showing the flat-topped highlands proposed as a 1,740 hectare conservation area.

Figure 24

This private agroforest farm near Pugua is planned for development as a fruit-tasting attraction for Japanese tourists.



ROTA

Figure 25

Rota's first major resort and golf course is shown here under construction near the airport. The beach is immediately to the right of the photo.

Figure 26

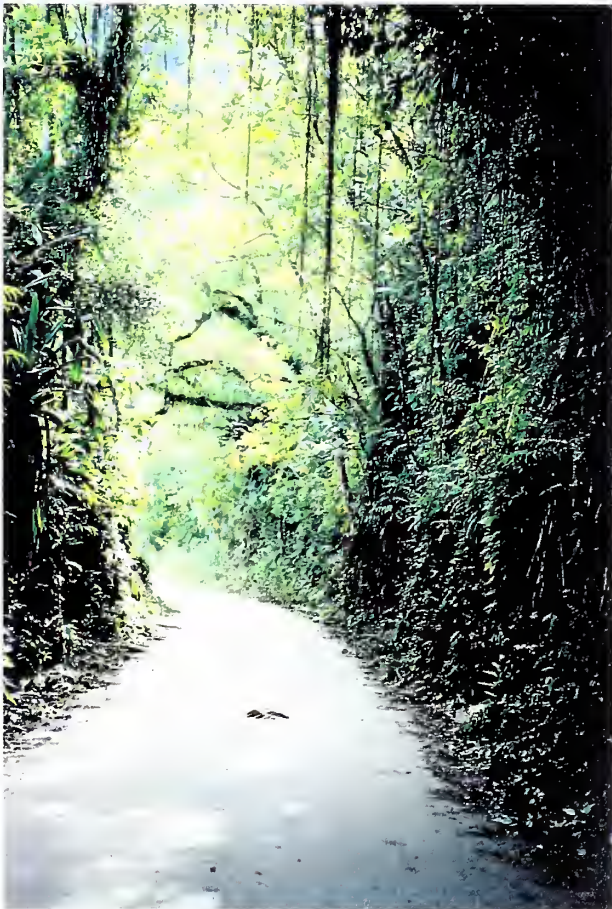
A specimen of the rare "Fire Tree" (Serianthes nelsonii) that grows in the highlands of Rota.

Figure 27

A drive around the island offers sunny vistas as well as cool, shady tunnels through the rainforest.

Figure 28

This private zoo features native animals and is a very popular attraction.



ROTA

Figure 29

Owner/operator Thomas Mendiola explains the ancient Chamorro village site at the Mochun Nature Reserve.

Figure 30

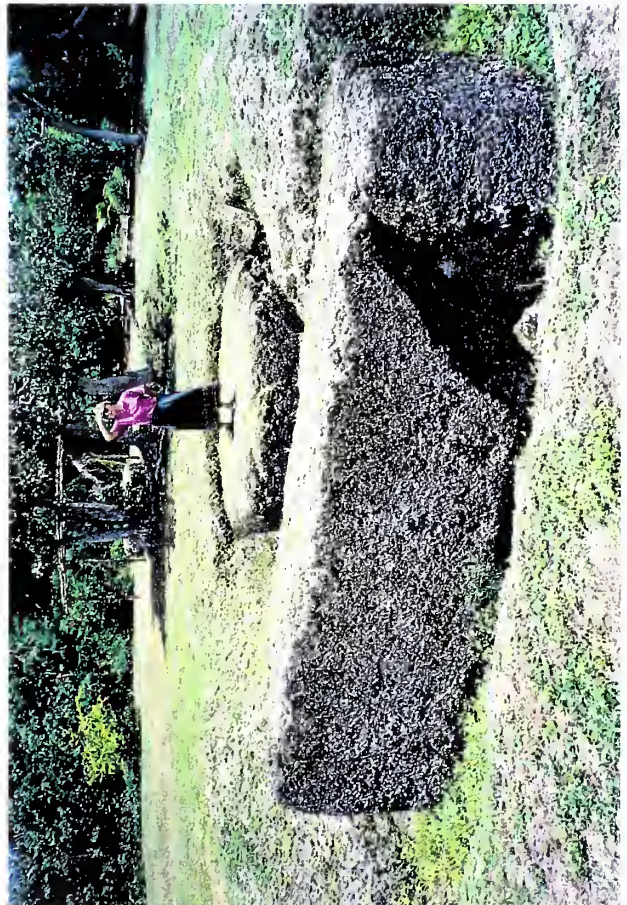
Japanese Boy Scouts camping at the Mochun Nature Reserve.

Figure 31

A well-preserved WWII Japanese artillery piece near the main village.

Figure 32

Unfinished latte stones at the Taga Stone Quarry.



PALAU

Figure 33

U.S. Forest Service employee Fred Bell watching for saltwater crocodiles during a trip to Ngeremlengui Estuary to assess the area's potential as a jungle boat ride ecotour. Babeldaob Island.

Figure 34

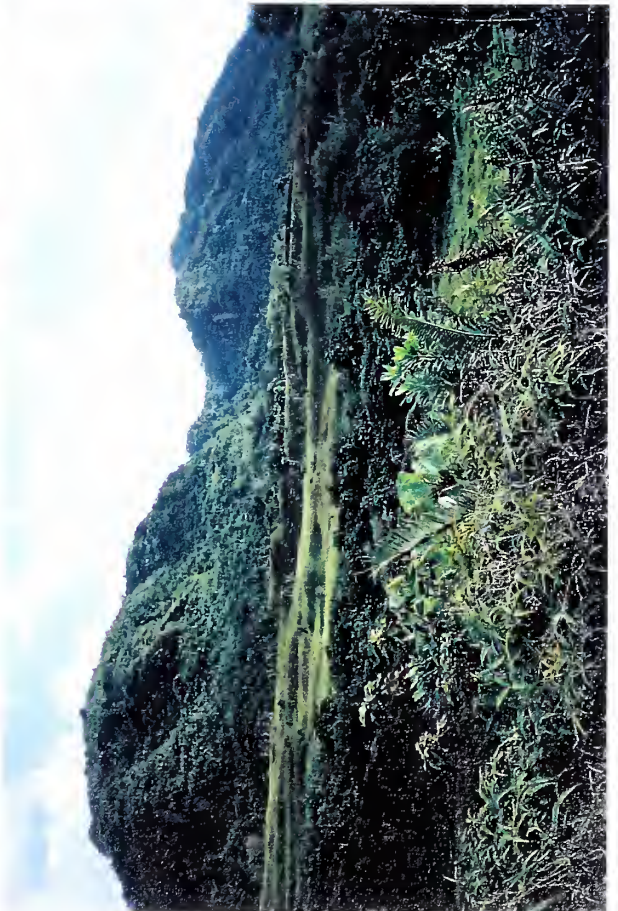
All of the jungle vegetation on Peleliu has grown back in the 50 years since the battles of WWII denuded the entire island.

Figure 35

The Rock Islands as viewed from Koror, the capitol of Palau.

Figure 36

Prehistoric terraces on Babeldaob Island, the largest landmass in Palau.



PALAU

Figure 37

Set in a pristine rainforest, Jellyfish Lake is a wonderful opportunity for combining environmental education with the thrill of swimming with stingless jellyfish.

Figure 38

The beautiful, pulsating jellyfish are so numerous that at times you cannot see your companions. The sensation of being surrounded by so many of these delightful animals is a very special experience for the thousands who visit this world-famous natural attraction.

Figure 39

Carved wooden story boards illustrating local legends are a very popular souvenir item. This unusual specimen is carved from a section of root buttress.

Figure 40

A rusted WWII tank on Peleliu Island.

37



38



39



40

PALAU

Figure 41

Fred Bell with a mahogany tree stump. While common to locals, things like this can be interesting to foreign visitors.

Figure 42

One of a series of Japanese defensive guns on Babeldaob Island. Combining these with a jungle river tour and visit to a traditional village and archeological site can provide the "critical mass" of attractions needed to develop a full-day tour in this area.

Figure 43

A traditional Bai or men's meeting house.

Figure 44

Remains of a WWII American fighter plane on Peleliu Island.



POHNPEI

Figure 45

Pohnpei's lush rainforests have tremendous potential for nature-based tourism.

Figure 46

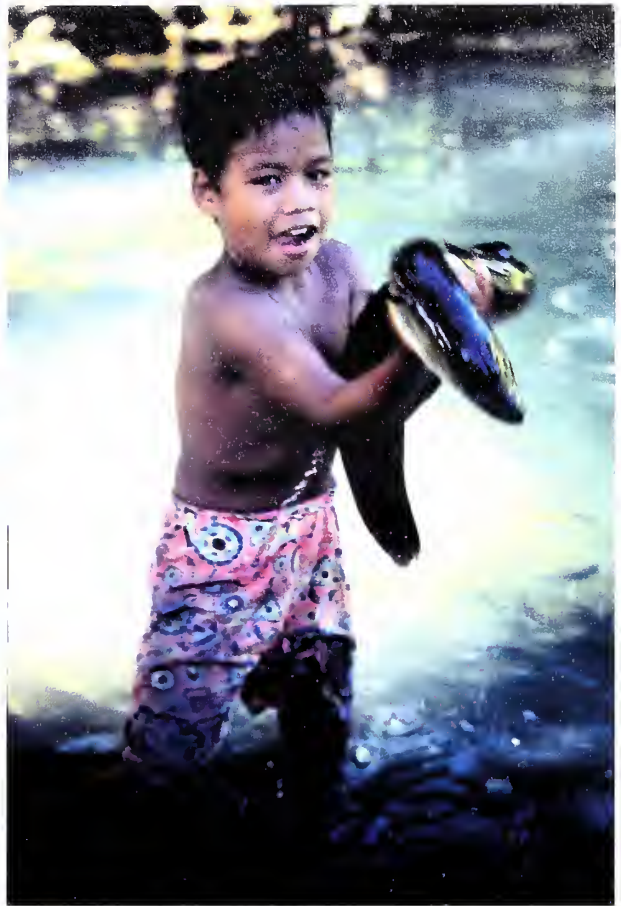
A boy proudly displays one of the inhabitants of the freshwater eel pond, part of the Pwudoi Sanctuary.

Figure 47

The award-winning Village Hotel features local materials and traditional architecture in a stunning natural setting.

Figure 48

One of the polynesian craftsman at the village of Kapingamarangano at Porakeit.



POHNPEI

Figure 49

The Pohnlangas Forestry Station could be used as an environmental education center and tourist attraction.

Figure 50

A naqs or traditional house which could be used to display artifacts made from native woods and other forest products at the Pohnlangas Forestry Station.

Figure 51

An estuary on the east side of Pohnpei, near Nan Madol. The basalt columns along the shoreline are remains of prehistoric structures.

Figure 52

The rainforest along the north shore of Pohnpei, as viewed from the Village Hotel.



POHNPEI

Figure 53

Mangrove boardwalk at the Pwudoi Wildlife Sanctuary.

Figure 54

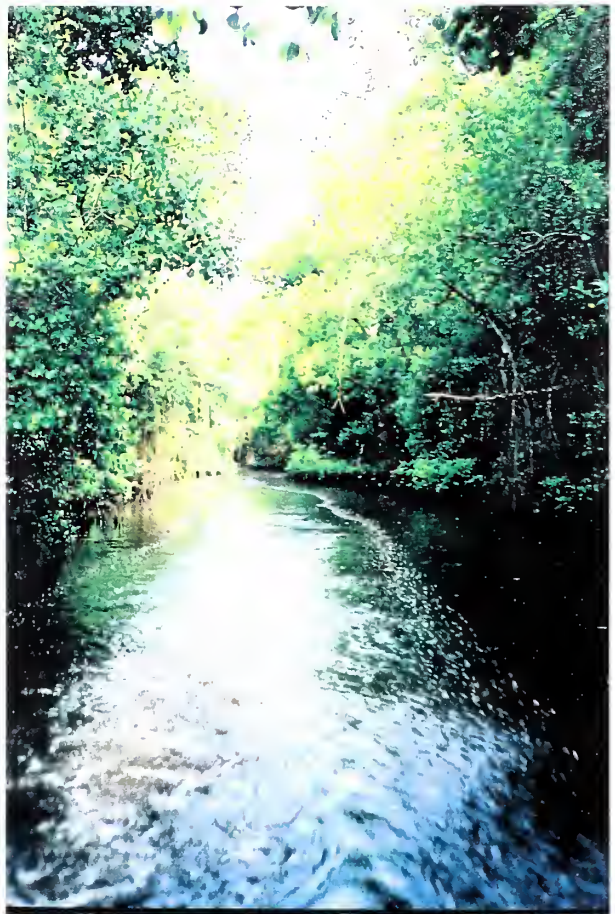
One of the man-made mangrove channels that can be found around the island.

Figure 55

Japanese tourists and local children enjoying themselves at Kepirohi waterfall.

Figure 56

A group of Japanese tourists visiting the temple-fortress at Nan Madol, perhaps the most dramatic archeological site in the Pacific and Pohnpei's biggest tourist attraction.



KOSRAE

Figure 57

One of the beautiful tidal lakes on the north shore of Kosrae.

Figure 58

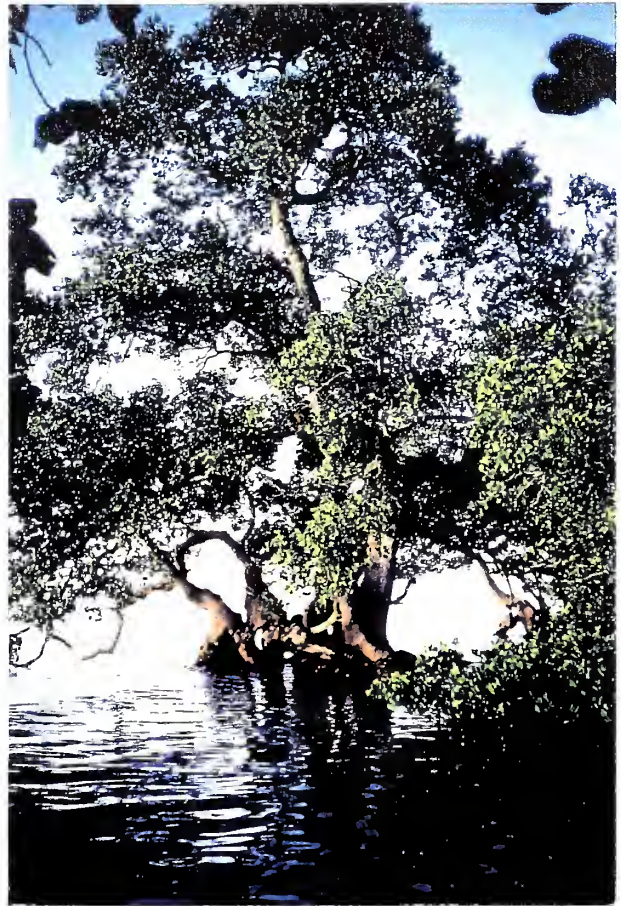
A grove of large mangrove trees growing at the edge of the lagoon near Mutunte Village on the north shore.

Figure 59

The ruins of Leluh are very similar to those found on Pohnpei. Although smaller, this site is very interesting and much more accessible than Nan Madol.

Figure 60

One of Kosrae's tall, majestic terminalia trees.



KOSRAE

Figure 61

One of the bungalows at the Pacific Tree Lodge, the island's newest motel set in the middle of a beautiful mangrove forest.

Figure 62

The boardwalk leading from the Pacific Tree Lodge to a small restaurant built on pilings at the edge of a tidal lake.

Figure 63

View of Kosrae from the airport.

Figure 64

The many man-made canals that circle Kosrae provide unique opportunities to explore the island's "user-friendly" mangroves.



GUAM

Figure 65

Urban and Community Forester Bart Lawrence shows visiting Japanese children the advantage of using rootmaker pots (photo courtesy of the Guam Division of Forestry and Soil Resources.)

Figure 66

Forester Rodolfo Ando supervises the street planting of *Calophyllum* trees along Marine Drive, Agana, as part of the tree-planting program for Japanese children. (photo courtesy of the Guam Division of Forestry and Soil Resources)

Figure 67

U.S. government personnel and dependents recreating at a popular freshwater pond below Tanguisson Point.

Figure 68

Prehistoric fish traps and archeological site along Marine Drive near Apra Harbor that could be interpreted as part of a self-guided nature trail and boardwalk.



GUAM

Figure 69

The beach and forest near Tanguisson Point, north of Two Lovers Point. The Hilaan Village site and freshwater pond (Fig. 67) are immediately inland.

Figure 70

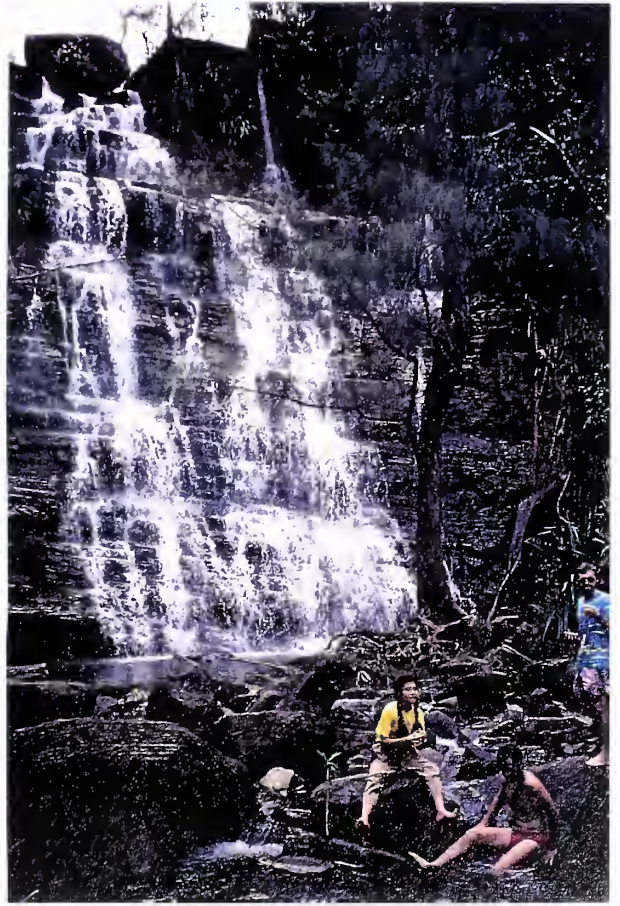
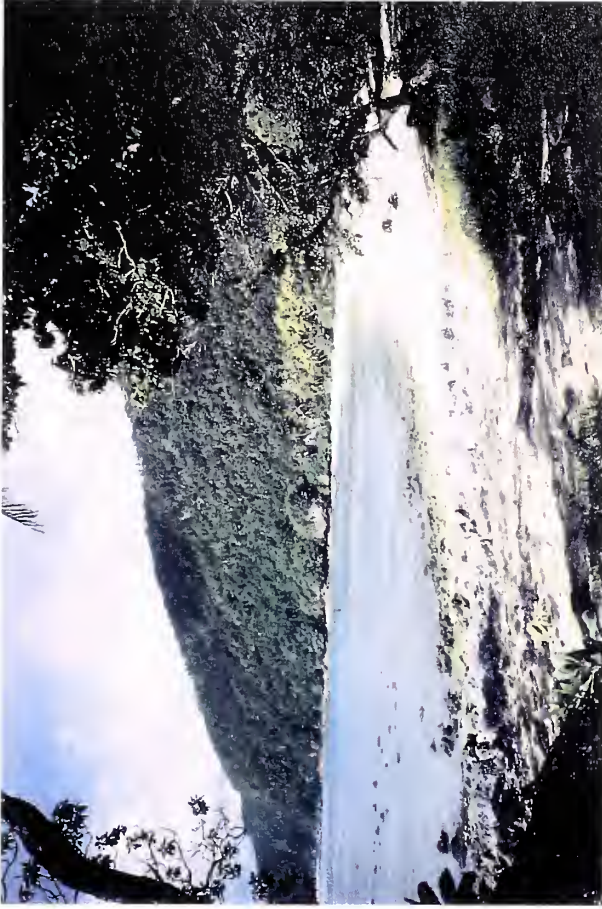
NCS Beach and Tanguisson Point, view looking north.

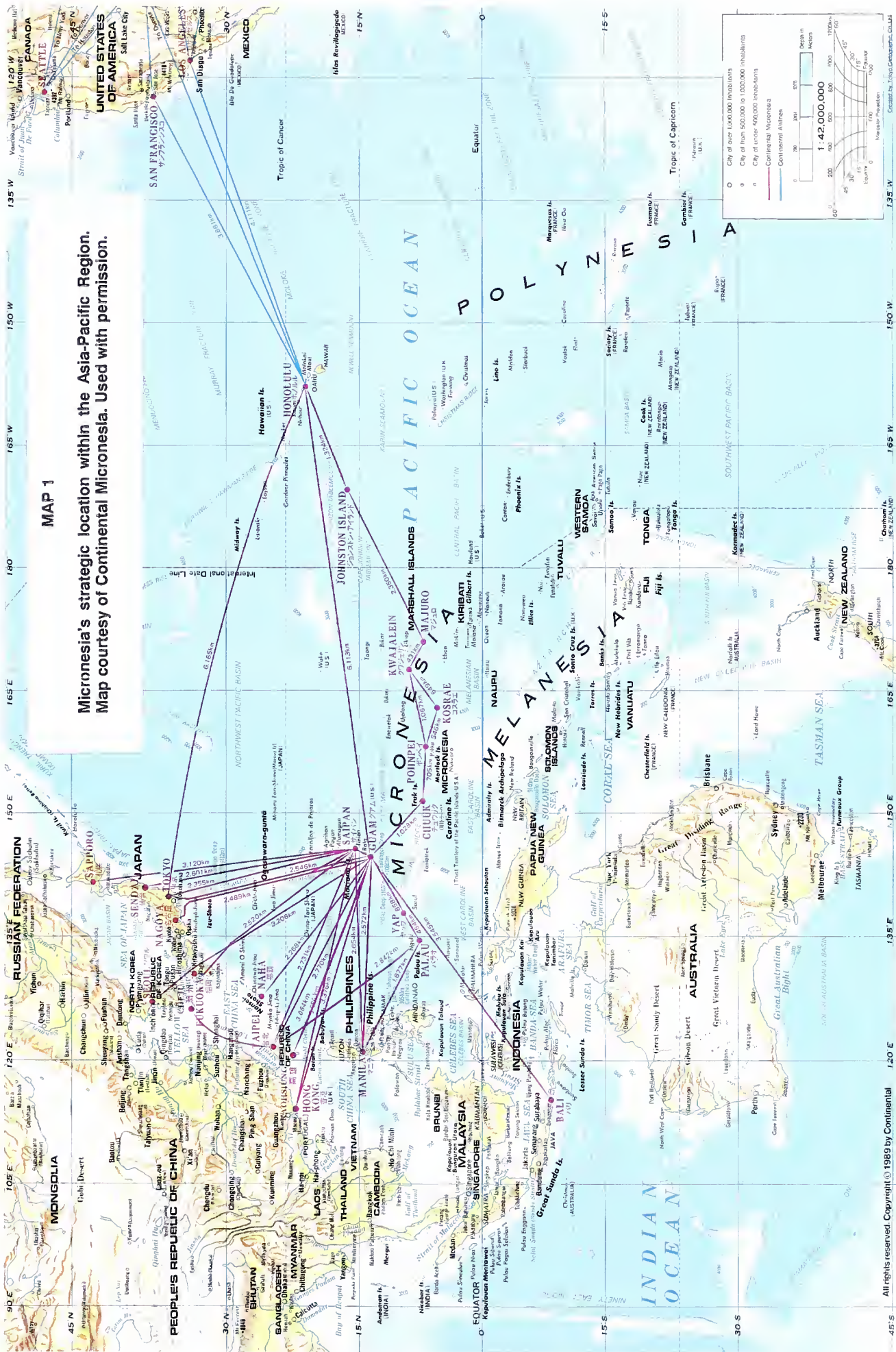
Figure 71

Tanguisson Point (center) and Two Lovers Point, view looking southwest. Tumon Bay in the upper left.

Figure 72

Hikers relaxing at Tarzan Falls, a popular destination for U.S. government personnel and their families.





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